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THE CHEMIST AND DRUGGIST

ESTABLISHED 1859

THE WEEKLY NEWSPAPER FOR PHARMACY
and all sections of the drug, pharmaceutical,
fine chemical, cosmetic, and allied industries

*Official organ of the Pharmaceutical Society of Ireland
and of the Pharmaceutical Society of Northern Ireland*

Volume 185

March 19, 1966

No. 4492

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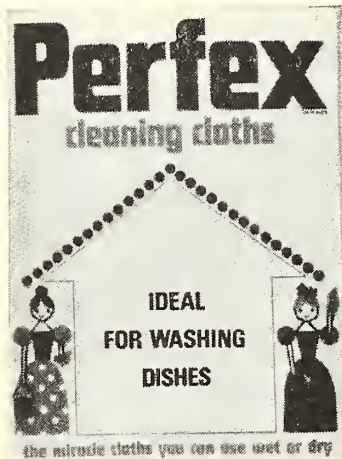
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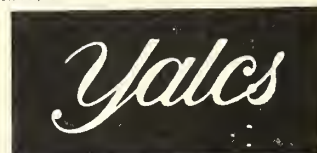
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The CHEMIST AND DRUGGIST

Volume 185

MARCH 19, 1966

No. 4492

Retail Trading Hours OBJECTIONS TO PROPOSALS

REPRESENTATIONS to the Home Office about recent retail trading hours proposals (see *C. & D.*, September 11, 1965, p. 269) have been made by the National Chamber of Trade, the Multiple Shops Federation, the Retail Distributors' Federation and the Supermarket Association.

The four organisations are urging that the general closing hour should be retained at 8 p.m. and not at the earlier suggested time of 7 p.m., in order to avoid or reduce applications for variation certificates. If the general closing hour of 8 p.m. were adopted the organisations believe that an omnibus provision for one late night opening to 9 p.m. would not be required. The organisations are critical of the paragraph dealing with pharmaceutical services, pointing out that the proposals could be read as providing that, if a chemist's shop were open to provide a pharmaceutical service, it might legally trade in any item stocked therein. If that was the intention, then the organisations were opposed to it. "With the trend towards diversification in merchandise, such a concept would give to the chemist carrying a wide range of merchandise a marked competitive advantage over other traders." The question is asked "would a department store containing a pharmaceutical department be free to trade in all the items stocked?" It is advocated that the exemption should be confined to pharmaceuticals, along the line of Section 22 (i) (v) of the 1950 Act.

Medical Education

T.U.C. LOOKS INTO THE FUTURE

HIGHER standards of medical practice will be demanded by the public in the next twenty-five years, says the Trades Union Congress general council in evidence to the Royal Commission on Medical Education. Doctors will be expected to anticipate disease, rather than to relieve existing symptoms, while scientific aids will make hospitals more necessary and general practice as known today less realistic. Future medical training, the general council says, should treat the effect on health of food, work or way of life with at least the same importance as clinical work. The T.U.C. recommends consideration of the Eastern European scheme, in which medicine is split into three faculties—internal medicine, preventive medicine, and paediatrics. Students could be given a three-year general course followed by three years' specialisation in one of the three

branches. The final year before graduating could be usefully spent by some students in industry or with a local health authority instead of in a hospital.

A Scholarship in France

OFFER TO A BRITISH PHARMACIST

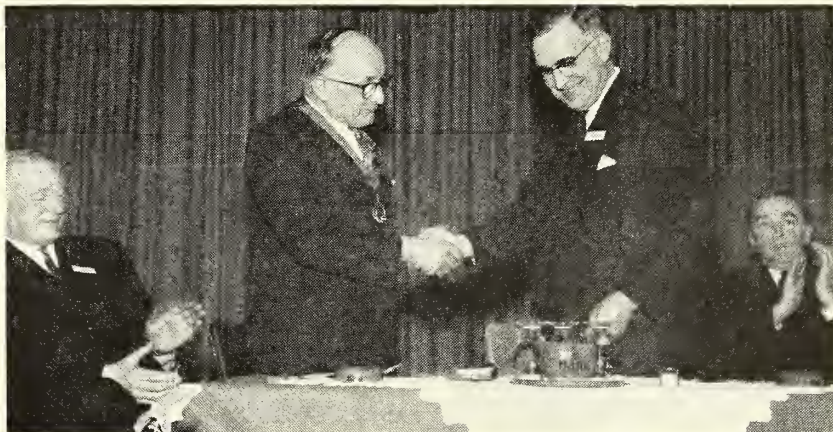
THE Franco-British Pharmaceutical Commission is inviting applications from pharmaceutical chemists or graduates in pharmacy, of British nationality, for a scholarship tenable in the *Centre de Recherches sur les Toxicités de la Centre National de Recherche Scientifique*, Toulouse, in a subject to be proposed by the scholar and approved by the *Centre*, under the direction of Professor Caujolle, *Faculté de Médecine et Pharmacie, Université de Toulouse*. Annual value of the scholarship is £500 and it is tenable for one year (with the possibility of extension to two years) commencing October 1. Application forms (returnable by April 30), can be obtained from the Commission at 17 Bloomsbury Square, London, W.C.1, or from the head of the applicant's school of pharmacy. In selecting the scholar the Commission will take account both of academic

record and the ability of the applicant to represent British pharmacy in the university in which he will work. It is hoped that the scholar will engage in work which may lead to a doctorate in France or in Great Britain.

British Standards

NEWLY ISSUED SPECIFICATIONS

AMONG new specifications issued by the British Standards Institution are B.S. 3221, Part 3, 1966: Plastic Measures of 50-ml Capacity (Price 4s.) and B.S. 3221, Part 4, 1966: Plastics Measuring Spoons of 5-ml Capacity (Price 4s.). Another B.S. 3978, 1966 (price 4s.), deals with water for laboratory use, whether produced by distillation, ion-exchange or otherwise. The Institution is offering for sale a specially designed British/metric conversion slide "to help solve some of the difficulties likely to be encountered during the change to the metric system in industry, science and education." The slide provides factors for converting British metric units of length, area, volume, capacity, mass force, pressure and stress and temperature. Made of aluminium, it measures 26 x 13.5 cm. and comes in a PVC slip-on case. It may be obtained from the Institution's sales branch, 2 Park Street, London, W.1 (price 30s., plus 2s. postage to non-subscribers). Work has started on specifications for eye-ointment tubes, consideration being given "to the problem of metal particles in such tubes and also the further possibility that PVC tubes or tubes made of both plastics and metal might be practicable in the near future." Consideration is



BADGE OF THE CHAIRMAN: Mr. W. J. Hurran (managing director, Glaxo Laboratories, Ltd.) presents badge of office to Mr. S. F. Woodward, chairman of the West Middlesex Branch of the Pharmaceutical Society. At left is Mr. O. F. Morgan (deputy managing director of Messrs. Glaxo); right, Mr. T. Marns (Branch secretary).

also being given to specifications for electrically heated blankets that will prescribe methods of measuring the performance characteristics, including those of interest to the user in connection with the Teltag scheme operated by the Consumer Council. Among draft standards circulated for comment are 66/858 Synthetic β -carotene for Use in Foodstuffs, and 66/2865 Medicine Measures, Part 5 (plastics medicine measures of 10-mil capacity).

Toilet Preparations

LOWER SALES IN 1965 FINAL QUARTER

MANUFACTURERS' sales of toilet preparations in the three months September-November 1965 were valued at £28.1 millions, 1 per cent. less at current prices, than for the corresponding three months of 1964. Home market sales were lower by 1 per cent. and export sales by 3 per cent. Perfumes and toilet water sales at £3.25 millions were 6 per cent. up on the corresponding quarter but hair preparations at £6.58 millions were down 5 per cent. and dental preparations at £3.08 millions were down 7 per cent. According to the Board of Trade's *Business Monitor* the cumulative figures for the year (ending November 1965) showed an increase in total sales of 5 per cent. over 1964. The increase was due entirely to increased sales to the home market as export sales for 1965 were fractionally lower than in 1964.

Health Education

BETTER USE OF FORCES AT READING?

A MEETING to discuss the possibility of improving co-operation between chemists and the local health authority was held at Reading on February 23. The meeting was organised by Reading health department, the Milton Division, Vick International, Ltd., and Councillor H. Williams, M.P.S. Dr. A. Gatherer (medical officer of health) said that health education was one of the most important, yet most under-used, weapons for preventing disease. Pharmaceutical chemists could fill an advisory rôle in health matters and joint efforts by the local health authority, which was responsible for health education, and chemists would perhaps be productive. A particular instance could be advice of mothers on sterilising bottles and teats. The death-rate from gastro-enteritis in infants had remained "disappointingly steady" for the past ten years, he said.

Statutory Committee

REPORT ON A YEAR'S WORK

THE Statutory Committee of the Pharmaceutical Society of Great Britain met on five occasions during 1965 and considered twenty-one new cases (thirty less than in 1964). Twelve cases adjourned from 1964 were also dealt with, and an inquiry was held that had been outstanding since 1957. During the year Mr. J. C. Leonard resigned as chairman when appointed deputy chairman of London Sessions, and in March Sir Benjamin Ormerod, P.C., was appointed to the chair for a period of five years. Mr. P. H. Woodnoth retired in July

ASSOCIATES' DINNER: Picture taken at annual dinner of the Associates' Section, Ulster Chemists Association, held at Dunmurry recently. Standing are Mr. S. Moore (chairman, Associates' Section), Mr. J. K. McGregor (president, Ulster Chemists' Association) and Mrs. McGregor and Mr. A. T. Hardy (president, Pharmaceutical Society of Northern Ireland). Seated: Mrs. S. Moore and Mrs. Hardy.



as secretary after serving in that capacity since 1945, and Mr. D. F. Lewis was appointed in his place.

Factory Fire Sequel

PROCESS WORKER FOUND GUILTY

THE mystery regarding the cause of the fire that did damage estimated at £1,250,000 at Winthrop Laboratories, Newcastle upon Tyne, was resolved at Newcastle assizes recently when Alan Phillipson, a 19 year-old process worker who discovered the fire, was found guilty of maliciously setting fire to the warehouse. Phillipson, who had only been in the company's employ for about five months before the fire, was remanded for a medical report and sentence at a later assize court. The judge in his final remarks told the jury that he fully agreed with their verdict.

Chemical Industry

QUICK CHANGE TO METRIC URGED

THE Economic Development Committee for the Chemical Industry considered at its meeting on March 14 the merits of the adoption by the United Kingdom of a decimal currency and the metric system. It was convinced that the changes would be of substantial benefit to the nation and the chemical industry and strongly urged that they should be carried out as speedily as possible. The E.D.C. endorsed the view of the industry that the advantages of the adoption of the systems, extending from savings in education to gains in goodwill with overseas customers, far outweighed the immediate costs of the changes.

IRISH NEWS

THE REPUBLIC

Animal Diseases Act

MINISTER REASSURES PHARMACISTS

THE Parliamentary Secretary to the Minister for Agriculture (MR. P. J. LALOR) said in Dublin on March 7 that action taken under the new Diseases of Animals Act would be confined to what was strictly necessary for disease control. There was no intention to introduce restrictions that were not required for that purpose. The new Act contained only enabling provisions, and did not include any "blanket" prohibition of particular products. It could be taken that all interests concerned would be consulted in the formulation of any scheme, or

provisions of any statutory order, to be made under the Act. The Minister was presenting to Mr. W. H. Roche, Upper Rathmines, Dublin, the February first prize for the best pharmacy window display in the "Buy Irish" campaign. Other prize-winners: 2, M. Shannon, Templeogue; 3, J. O'Reilly, Lower Leeson Street, Dublin; L. Adams, Raheny, and J. J. Smith, Tyrconnell Road, Inchicore (tie). The prize money was awarded by Rice Steele & Co., Ltd., whose managing director, Mr. J. McCormack, M.P.S.I., was present at the ceremony.

Fitting the Crime

PHARMACY ACT FINES "INCONSISTENT"

FINES provided for under the Pharmacy Amendment Act appeared not to be consistent with the gravity of the offence as viewed by the Pharmaceutical Society of Ireland, said District Justice Burke at Thurles Court on March 2. He was fining J. J. Fielding, Ltd., registered druggists, 22 Liberty Square, Thurles, £3 for dispensing a prescription contrary to section 17 of the Act. The Society, which brought the proceedings, was allowed £4 4s. costs and £7 1s. 5d. expenses. Mr. J. Gaynor (solicitor for the Society) pointed out that, under the new Act, the offence would be subject to a maximum fine of £100. He said that a prescription, handed in by an agent of the Society, had been dispensed by an unqualified person. In addition, the word "chemist," appeared on the title of the shop-front and on a hanging sign, and the person who had dispensed the prescription had been dressed in a white coat, giving every impression of being qualified. The offence was admitted.

IRISH BREVITIES

THE REPUBLIC

THE annual meeting of the Irish Pharmaceutical Medical Representatives' Association is being held in the College of Pharmacy, 18 Shrewsbury Road, Dublin, 4, at 8 p.m. on April 1.

A GENERAL meeting of community pharmacists is being held in St. Anthony's Little Theatre (beside Adam and Eve's Church), Merchant's Quay, Dublin, on March 20 at 3 p.m. A report will be submitted on the feasibility of forming a purchasing and distributing unit to deal with chemists' lines that are being sold by supermarkets and other outlets.

NEWS IN BRIEF

BRITISH Summer Time begins at 2 a.m. on Sunday, March 20. Clocks should be put forward by one hour during the night of March 19/20.

THE Board of Trade give notice that they are considering an application for the allowance of drawback of duty on imported castor oil and on exported sebacic acid.

BECAUSE it is concerned at the increase in drug addiction among school-children and young people, Birmingham Association of Mental Health plans to ask the next Government to ban heroin.

THE United States Food and Drug Administration is reported to have banned the sale of antibiotic lozenges supplied without a doctor's prescription. It claims that there is no medical evidence of their effectiveness.

THE British Direct Mail Advertising Association, 3 Salisbury Square, London, E.C.4, are inviting entries for their 1966 direct mail awards. All users and producers of direct mail advertising may compete. Entries must be submitted by April 1.

THE Ministry of Health has announced details of a scheme whereby doctors who wish to enter or go back to general practice, but who have been away from medical work in Britain for three years or more because of either home ties or absence abroad, may obtain suitable refresher training, for which fees and expenses within agreed limits will be paid.

THE National Health Service (East London Hospitals) Order, 1966 (H.M. Stationery Office, price threepence) effective April 1, provides for the dissolution of the Central Group Hospital Management Committee and the Stepney Group Hospital Management Committee and for the establishment of the East London Group Hospital Management Committee to take over the hospitals formerly managed and controlled by the dissolved committees.

SPORT

Golf

SOUTH LONDON AND SURREY PHARMACISTS' GOLFING SOCIETY. A Stableford competition was held at a pre-season meeting of the Society at Royal Blackheath golf club on March 9. *Results:* 1, R. Jeffries (Royal Blackheath), 44 points; 2, J. Cuthbert (Shortlands), 38 points; 3, M. Lewis (Shirley Park), 36 points. *Best score on first nine holes,* J. F. Needham (Effingham). *Best score on last nine holes,* C. Clark (Royal Blackheath). *Visitors' prizes,* J. Williams (Royal Blackheath) and M. Davis (Banstead Downs).

LOCAL OFFICERS

PHARMACEUTICAL SOCIETY

Bristol. — *Secretary,* A. F. Huntley, Bristol Chamber of Commerce, Dyrham Lodge, 16 Clifton Park, Clifton, Bristol, 8. (Change of address.)

Herefordshire.—*Secretaryship* is vacant pending election at the annual meeting. Correspondence should be addressed to the *Chairman*, Mr. R. N. Gardiner, c/o Chave & Jackson, Ltd., 6 Broad Street, Hereford.

GUILD OF PUBLIC PHARMACISTS

Tyne, Wear and Tees.—*Chairman*, Miss F. E. Webster; *Vice-chairman*, N. B. Cackett; *Treasurer*, R. A. Lidgate; *Secretary*, H. H. Poole; Royal Victoria Infirmary, Newcastle-upon-Tyne.

TOPICAL REFLECTIONS

By Xrayser

Unused medicines

The family medicine chest—I use the description figuratively—gives rise to considerable concern as a source of public danger, particularly when it harbours bottles of liquids and tablets the purpose of which has been long forgotten. The hazards are not confined to the chance that a child may gain access to the store, though that is always a possibility. One of the more serious consequences of hoarding is that which arises from self-treatment on the part of the hoarder without a medical diagnosis. This present condition, he seems to remember, resembles a condition previously suffered. Such recollection may be as wide of the mark as the decision that, of perhaps twenty medicines in the cupboard, that labelled “The Tablets—As directed” was the remedy on the earlier occasion. And while at one time in the history of medicine (and when taken with the requisite degree of faith) that might have been of no serious import, the advent of modern medicine has changed the picture completely. The average medicine chest today contains as lethal an array of weapons as a Royal Ordnance factory. The public has frequently been exhorted by those in authority to destroy all unused medicines, and now I learn from the report of the March meeting of the Council of the Pharmaceutical Society (p. 256), that the Royal Society for the Prevention of Accidents is undertaking a campaign designed to induce those who have accumulated medicines to return them to the pharmacist for destruction. One might have thought that one sink was as good as another for the purpose, but the important thing is that continuous effort should be made to keep the household stocks to a minimum. Despite the action of RoSPA, I shall be surprised if the return of medicines reaches the flood feared by Mr. F. W. Adams. But the question may be asked why the problem exists at all. A partial solution might be effected if there were some limitation on the quantities prescribed in the first place.

Courtesy and other things

In the reported discussion on the question of unused medicines I note that Mr. J. P. Kerr asked if it would not have been courteous if RoSPA had asked the Society's permission before embarking on the campaign, and that Mr. Adams replied that courtesy did not always control people's actions. It might be argued that, in the advice to be given to the public by RoSPA, there is a clear recognition that the pharmacist is the authority to whom the job can best be entrusted, and that is not unflattering. The situation is one that tends to arise when separate bodies go their own way without seeking the help and co-operation of other interested parties, and one wonders, in the case of the Society's “Medicines—with Care,” which has some bearing on the prevention of accidents, if the Pharmaceutical Society consulted RoSPA in the matter. Mr. J. B. Grosset reminded the Council of the Society that discussions were in progress with the Ministry of Health about the best method of collecting and destroying unused medicines. That is sensible for, rising out of a decision at that level, the resources of all interested parties could be mobilised in a nation-wide campaign that could be renewed at regular intervals. In the same way, the Pharmaceutical Society's own exhibition could be made available to local authorities as part of a general safety campaign. National safety requires national effort by co-operation among the experts.

The medicine chest

While it is fair to comment, as I have done, on the accumulation of unused medicines due to the prescribing of large quantities, it might not come amiss if we looked at our own part in the creation of surplus. Attention has been drawn to the commercial practice of offering medicines on “sale” terms of two for the price of one. But that, after all, is merely an extension of the long-accepted practice of offering reductions on larger quantities. The large size invariably offers a bargain price. Whether it is known as a “family pack” or merely described as more economic, the fact remains that customers are being induced to purchase more medicines than necessary. The professional ethics are suspect.

PARTY POLICY ON HEALTH AND TRADE

Points from the election manifestoes

FROM the election manifestoes issued by the main political parties the following points of interest to pharmacists and the pharmaceutical industry have been extracted:—

Labour

"Our aim will be to increase by 1970 the annual spending on hospital building to a figure double the highest sum spent in any year by the Conservatives."

"We shall ensure that all practical steps are taken to enable the hard-pressed family doctor to give the best possible service to his patients with the greatest satisfaction to himself."

"Screening for cervical cancer, which, it is estimated, will save the lives of some 2,000 women a year, is being developed rapidly. More preventive health campaigns are planned. We shall make a real forward drive in the neglected field of health education, setting up an entirely new body, the Health Education Council."

"We intend to give a new stress to productivity and we will attack restrictive practices wherever they exist. A National Conference representative of industry will be called under the chairmanship of the Prime Minister to discuss all matters relating to productivity, including the extension throughout industry of Pay and Productivity Councils, representing management and employees. This will form part of an effort to stimulate industrial democracy. We shall reconstitute the Prices and Incomes Board and seek such developments in the early warning system as are necessary for the Board to do its job properly. Our purpose is not to dictate prices, wages and salaries—but to give in selected cases, the opportunity for objective consideration of claims before either prices are fixed or collective bargains struck."

"The new graduated scheme will overcome the problems of transferability of pension rights when an employee changes his job. There will be partnership between state and occupational schemes."

"We shall establish a Ministry of Social Security uniting the Ministry of Pensions and National Insurance and the National Assistance Board."

Conservative and Unionist

"Restore—subject to wide exemptions (such as the elderly, chronic sick, disabled, expectant and nursing mothers)—prescription charges. Use the savings for higher social priorities including the hospital and medical service."

"Improve the health service by giving family doctors closer contact with hospitals and with local health and welfare services. Improve conditions for doctors."

"Combine the Ministry of Health, the Ministry of Pensions and National Insurance and the National Assistance Board into a single department. . . ."

"Ensure that everyone can either transfer or preserve their pension rights when they change jobs."

"Work energetically for entry into

the European Common Market at the first favourable opportunity."

"Set up a Small Business Development Bureau to help small firms start and grow."

"Abolish the out-dated restrictions on the hours during which shops can open on weekdays."

"Pass a new Industrial Relations Act and establish a new code of good industrial relation practice."

"Ensure that agreements between unions and employers are kept by making them legally enforceable."

"Establish a register of trade unions and employers' associations. See that their rules are fair and meet the interests of the public."

"Set up a new Industrial Court to deal with industrial disputes and claims for damages against unjust dismissal."

Liberal

"A social security tax, replacing National Insurance stamps and levied on employer (two-thirds) and employees (one-third) in proportion to the payroll would rationalise . . . the present wasteful contribution structure. The tax should be varied regionally to encourage the creation of more jobs in areas of unemployment. We must make better use of the qualified [health service] people we have by reforming methods of payment and encouraging . . . married women who wish to return to work."

DRUGS FROM DOCTORS?

A new private practice scheme

DOCTORS will dispense some of their patients' drugs under a new private practice scheme being sponsored by the General Practitioners' Association. The scheme is being organised by Family Care Service, Ltd., a non-profit making company run by general medical practitioners, and it is intended that it should work alongside the National Health Service with doctors making provision for participating patients by means of appointments, etc. Cost to the patient is 13s. per calendar month for adults and 7s. for children, the contributions being submitted to the company by post or banker's order. For consultations at the doctor's surgery there would be an additional charge of 2s. 6d., for home visits 5s., and for out-of-normal-hours visits 10s., the charge being variable to suit local conditions. Doctors would be paid a monthly salary by F.C.S. according to the number of their patients subscribing. A leaflet sent to doctors by the G.P.A. has the following to say on the provision of drugs:—

In order to compete with the "free" N.H.S., drugs must be provided at no extra cost to the patient. Experience has shown that the best method is to combine dispensing by the doctor from a basic stock, with prescribing through the local chemist in the usual way. Great economy can be effected by colleagues joining to form a group for bulk purchase of drugs. This will be particularly valuable when the F.C.S.

"We must . . . co-ordinate the various branches of health and welfare under area health boards in which the GP would play a vital part. Funds must be made available to these boards to provide better facilities for dentists and GPs to improve existing hospital buildings and build new hospitals."

"Employees . . . must be given more say in the running of the companies in which they work. . . . A standard contract of service should be introduced covering the right to union representation."

"Tax reliefs for industrial investment . . . should be restored to the previous level and increased as soon as possible to a level which is comparable with that of other industrial countries."

Communist

"At least £100 millions a year should be allocated for . . . building new hospitals."

"A network of health centres should be built, fully equipped and staffed. The doctors working in them should be paid by salary."

"The government should provide the money necessary to establish an adequate rational cervical cancer screening service."

"The entire health service must be available to all, free of charge, and all remaining charges must be abolished. Attempts to set up a private fee paying service must be opposed and an end made to the practice of giving preferential treatment to those who can pay for it."

list of patients increases. . . . As a practice expense the cost of drugs qualifies for full tax relief.

On cost, the leaflet says that the average for drugs will be about one-third of the gross income and in reminding readers of the savings to be made by bulk buying it says: "Doctors should have no difficulty in devising their own dispensing methods." An F.C.S. list of 2,000 patients would bring a gross income of £12,000 p.a., allowing £4,000 p.a. for drugs "and in practice this has proved ample." Questioned on the drugs scheme, a spokesman for the General Practitioners' Association told the C. & D. that he believed the main part of the provision of drugs would be by private prescriptions dispensed by chemists, the doctor only supplying emergency needs "from his bag." A doctor in the scheme would approach a chemist or chemists (according to local circumstances) and come to an arrangement by which prescriptions marked "N/C" would be dispensed free of charge to the patient, the chemist submitting a weekly or monthly account to the doctor. It was hoped eventually to bring most chemists into the scheme, but the numbers of patients participating would at first be small. The scheme is claimed to "break the monopoly of the N.H.S." and to provide the patient with freedom of choice, at the same time involving the doctor in no staffing or administrative worries.

IN PARLIAMENT

MR. J. GRIMOND asked the Minister of Agriculture what was the price of sulphate of ammonia in 1955 and 1965. MR. JOHN MACKIE (Under Secretary for Agriculture), on March 2, said the published list price in 1955-6 was £20 11s. 6d. per ton and for 1965-6 was £19 19s. The reduction was worth about 10s. to 15s. per ton more than the figures suggested because the standard nitrogen content had been increased from 20.6 per cent. to 21 per cent. and it was now sold "delivered to farm" and not "delivered to the farmer's nearest railway station."

Hearing Aids

MR. LAURENCE PAVITT sought and obtained permission of the House of Commons to introduce a Bill to provide for the establishment of a Hearing Aids Council "to register firms engaged in retail selling of hearing aids, to advise on the training of salesmen and audiological technicians and to regulate trade practices." He said the Bill would include provisions for the vetting of advertisements, the investigation of complaints and for disciplinary measures and penalties for those who contravene rules.

Berkshire Hospitals

MR. PETER EMERY, on March 9, in seeking increased capital allocations for hospitals in the Reading and Berkshire areas and a medical school in Reading, pointed out that shortage of pharmacists in certain areas had caused hospitals to use forms EC10HP, "which allows prescriptions to be done at a retail chemist." In his opinion that had been perhaps the main factor in an increase of nearly £30,000 in the drug bill in Reading hospitals. That sum would permit a major increase in pharmacists' salaries and would also ensure a considerable saving by the Government and the Hospital Management Board. "In special circumstances such as these," he asked, "does not the Minister have power to act to save the taxpayers' money?"

Electric Blankets

MR. GEORGE THOMAS (Joint Under-Secretary of State, Home Department) told MR. W. F. M. MADDAN in a written answer on March 10 that the Department had no evidence that electric blankets that did not carry the "kite-mark" of the British Standards Institution were unsafe. He was not yet satisfied that there was a need for regulations, but if any particular brand of blanket were shown to be unsafe the Home Office would take the matter up with the manufacturers.

Theft of Drugs

SIR MYER GALPERN asked the Minister of Health if, in view of the alarming increase in theft of drugs from "drug cupboards in chemists' establishments," he would take steps by legislation or otherwise to ensure that all drugs were kept locked in safes. MR. ROY JENKINS (Secretary of State, Home Department), in a written answer on March 10, said he had been asked to reply. He had no such pro-

posals in mind at present but was studying the adequacy of existing controls over the storage of drugs.

On March 10 Parliament was prorogued until March 18.

LEGAL REPORTS

An Unusual Effect

THAT care should be taken in the supply and taking of Easton syrup tablets was emphasised by the Grantham coroner at the inquest on nineteen-year-old Peter John Clay, 5 Manthorpe Road, Grantham, Lincs. Reference to the fact that the tablets could be bought at any chemist's shop was made previously when the inquest was opened and it was stated in evidence that the youth took six tablets "as he was not feeling well." He later collapsed but it was stated that he had an enlarged heart, which could be unusually affected by the tablets. The coroner, who recorded an open verdict, said he could not record a "misadventure" verdict putting the blame on the tablets, nor could he record a verdict of "death from natural causes."

Tax "Squeeze" Fails

RECENTLY the Commissioners of Customs and Excise sought through the High Court to make an hotel group pay purchase tax on freshly squeezed orange juice served to guests. They claimed that it was "a manufactured beverage within the meaning of the words in group 35 of the Purchase Tax Act, 1965." Giving judgment, the judge said that in the course of a single year 10,000 "portions" of orange juice were served in three hotels of the group and the Revenue was now industriously chasing a sum of the order of £1,500; having previously succeeded in bringing into the purchase tax net the ices consumed by diners at those institutions. To establish that the orange juice attracted purchase tax, the Commissioners must first show that they were then "chargeable goods." To be chargeable the juice had to be "manufactured"—a word that embodied some elements that were wholly absent in what was simply done for the benefit of an individual guest who asked for the fresh juice of a single orange at breakfast time in any place, be it grand or homely. In his opinion the hotels on such occasions did not provide a manufactured beverage. Judgment with costs was given for the hotel group.

COMPANY NEWS

Previous year's figures in parentheses

BRONCO, LTD.—Mr. J. W. Grey (joint managing director) and Mr. L. F. Cooper (manager and buyer) are retiring on March 31.

R. WHITE & SONS, LTD.—An unchanged total dividend of 15 per cent. is proposed. Profits, before tax, for the year to November 30, 1965, amounted to £122,000 (£119,000).

P. B. COW & CO., LTD.—Although half-time profits, before tax, were £16,000 up at £195,000, the trading results for the whole of 1965 show a fall from £618,000 to £591,000. The dividend is maintained at 18½ per cent.

P. P. PAYNE & SONS, LTD.—A final dividend of 17 per cent. is recommended making 22 per cent. for 1965 (20 per cent.). Net profit is £181,548 (£153,856) and after corporation tax at 40 per cent. it is £125,574 (£70,356).

WIMBORNE CHEMICALS, LTD.—The company is linking up with Shirley Aldred & Co., Ltd., charcoal manufacturers under a plan to expand chemical purifying and processing operations. The deal takes the form of a working arrangement with both companies retaining their separate identities and management.

ASPRO-NICHOLAS, LTD.—Trading profits are expected to be up from £2,093,000 to £2.3 millions in the year ending March 31. A second interim dividend of 12 per cent. (10 per cent.) is declared, having regard to the increased profits and the Finance Act, making 20 per cent. for the year (against 17½ per cent.).

P. B. COW & CO., LTD.—Group profits in 1965, before tax, were £590,515 (£618,181). The dividend is unchanged at 18½ per cent. with a 13½ per cent. second interim. Net profits, after tax of £210,719 (£268,321) including £33,000 (£64,000) to tax equalisation, were £379,796 (£349,860). Tax has been calculated at 40 per cent.

PHOTOPIA INTERNATIONAL, LTD.—Interim dividend is 17½ per cent. for year ending April 30 (total equal to same), for tax reasons. Profits for year are expected to justify dividend. Group trading profit for six months ended October 31, 1965, £58,674 (£172,303 for whole of 1964-65), less depreciation, etc., £15,087 (£35,145), leaving profit before tax £46,511 (£142,248). Turnover for first ten months of year is nearly 19 per cent. higher than for same ten months of previous year. It is not proposed to pay further dividend in respect of year ending April 30, unless profits are substantially in excess of estimates.

MONSANTO CHEMICALS, LTD.—Mr. J. C. Garrels (chairman) states that the group should be able to improve its position still further in 1966. Commenting on the results for 1965 (see *C. & D.*, February 26, p. 196), the chairman says: the substantially improved performance by the United Kingdom group was largely due to increased margins stemming from certain basic objectives:—reducing manufacturing costs and overheads, giving priority of effort to the more profitable products and deriving "all possible" advantages from the position as a subsidiary of Monsanto of the U.S. Exports were maintained at over 41 per cent. of production.

IMPERIAL CHEMICAL INDUSTRIES, LTD.—The report of the directors accompanying the accounts for 1965 states that shipments to Europe accounted for nearly half the total value of the company's exports and increased by £8.8 millions; Commonwealth markets were £1.6 millions up and represented 27 per cent. of exports. Sales overseas including U.K. exports totalled £393 millions. Expenditure on research, development and

technical service by the group in the United Kingdom (including one year of former British Nylon Spinners, Ltd.), was £27.1 millions (£22.3 millions). A total of £48 millions was spent on building new plants and extending existing ones in overseas markets. Of the pharmaceutical division's performance the report says the year was successful both technically and commercially, achievements in exports being "particularly notable." The new factory at Macclesfield "will be fully working in the spring of 1966." The income received from the 34.5 per cent. share in Ilford, Ltd., was £300,000. For accounts and dividend see *C. & D.*, February 26, p. 196.

ILFORD, LTD.—Provisional agreement has been reached for the acquisition by Ilford, Ltd., of the entire share capital of F. Barrett & Co., Ltd., Dublin, Eire. The photographic equipment and materials division of F. Barrett & Co., Ltd., is being merged with the Ilford business in the Republic of Ireland and a new wholly owned subsidiary company Ilford (Ireland), Ltd., is being formed for the purpose. Mr. F. R. L. Barrett becomes managing director, Mr. T. Holmes (present manager of Ilford's Dublin branch) sales director, and the remainder of the board will consist initially of Messrs. G. A. Jones, F. O'S. W. Hutchinson and G. W. Roome. F. Barrett & Co., Ltd., will continue the wholesale distribution of scientific and educational products under the managing directorship of Mr. F. R. L. Barrett.—At the annual general meeting on March 8 the chairman and joint managing director (Mr. R. A. Withers) said: "preliminary indications for the current year are that the new system of investment allowances will not prove more favourable to the company than previous allowances." Competition shows signs of having intensified further in the current year. On the other hand for the first four months of this year sales are appreciably ahead of last year, especially export sales and expenditure has been very well contained within the budget for the current year and production capacity is in line with sales expectations. Subject to certain imponderables the board "has favourable expectations about the current year."

ALBRIGHT & WILSON, LTD.—Profits are not expected to show recovery in 1966 as the group will probably face a continuance of rising costs not matched by increasing selling prices, reports the chairman (Sir Sidney Barratt) in his report accompanying the accounts for 1965. Beyond 1966, the board has confidence in the continued expansion at home and overseas, and has undertaken the largest ever capital programme. Expenditure was 50 per cent. higher at £9.6 millions in 1965, and a further £9 millions is committed over the next two years. The programme includes new plants for chemicals basic to the group's operations such as phosphorus and sulphuric acid, together with possible entry into other branches of industrial chemistry. Current year's expenditure will be financed from cash balances of £3.25 millions and retained profits and depre-

ciation supplemented by further borrowing. Group sales in 1965 again increased, but trading profit in the second half showed a marked drop. Exports were valued at £17.4 millions (£17.1 millions) less £1.9 millions (£2.3 millions) exported to subsidiaries, and overseas companies sales expanded from £19.9 millions to £22.3 millions. Referring to companies within the group the chairman states that substantial progress towards the integration of Bush, Boake Roberts & Stafford Allen is expected during 1966. Of those three companies only Stafford Allen showed an improvement in profit during 1965 although both the other companies increased their sales volumes. Potter & Moore made a loss but a substantial improvement is expected in 1966. Through their Australian company the Albright & Wilson group have purchased Gardinol Chemical Co. (Australasia) Pty., Ltd., makers of surface-active agents, detergents, etc. Messrs. Gardinol was previously a wholly owned subsidiary of Braemar Industries, Ltd.

B.D.H. GROUP, LTD.—Under existing conditions margins must shrink in the current year, states the chairman (Mr. D. L. M. Robertson) in his report accompanying the accounts for 1965. Although the group has budgeted to earn more, the main concern is to absorb the "ever growing" wages bill. Operating expenses rose substantially in 1965 while selling prices in the main remained static. The company have recently revised their profit-sharing scheme to enable all United Kingdom employees to participate in profits. It is geared to dividends paid to members "so that to the extent the new tax laws affect our ability to increase dividends, everyone working in the company will be penalised." The chairman adds that further development can now be planned without having to take into account the loan repayment to Mead Johnson, and "we have a good base of permanent capital to support any borrowings." Group sales for 1965 rose £3 millions to £25.3 millions and the trading surplus £442,000 to £2.2 millions. Pharmaceuticals and chemicals contributed £8 millions (£7.3 millions) to sales and £1.57 millions (£1.23 millions) to the surplus, while the figures for wholesaling were £17.28 millions (£14.99 millions) and £631,000 (£529,000) respectively. Of pharmaceuticals sales, £3.74 millions came from overseas subsidiaries—£1.59 millions in Asia and £1.27 millions in North America. As stated last week (p. 248), tax profit for 1965 was £1.45 millions (£1.08 millions) and the dividend 22½ per cent. (20 per cent.). The company hope to market a new oral contraceptive under the name "Serial 28" in April. In the current year sales and profits of the wholesale division will become part of Vestric, Ltd. B.D.H.'s half share of the available profits in future will appear as trade investment income.

Winding-up Order

RAYNES DISPENSING CHEMISTS, LTD., High Street, Sutton Coldfield, Warwicks, was compulsorily

wound-up by Mr. Justice Plowman in the High Court, London, on March 7, on the petition of the Inland Revenue (judgment creditors for £8,211). For the Inland Revenue it was said that the debt was in respect of Schedule-D tax. There were no notices of opposition or support, and the company was not represented.

BUSINESS CHANGES

FULFORD WILLIAMS (INTERNATIONAL), LTD., is the new trading title to be adopted by G. T. Fulford Co. (U.K.), Ltd., Cornwall Road, Hatch End, Middlesex, as from March 21.

MR. SOL COHEN, M.P.S., has transferred his Old Bridge Pharmacy, Pontypridd, Glam., to premises in the town's new Taff Vale Shopping Precinct (from 52a Taff Street).

BAYER PRODUCTS CO., LTD., is the new trading title of Winthrop Group, Ltd.'s subsidiary in Eire. Address (unchanged): Winthrop House, 28 Harcourt Street, Dublin, 2.

BOOTS, LTD., have transferred their branches at 100 Foregate Street; 22 Eastgate Street, and 24 Eastgate Row, Chester, to 40 Eastgate Street and Row.

THE National Pharmaceutical Union group of companies are moving to Mallinson House, 321 Chase Road, Southgate, London, N.14 (telephone: Palmers Green 6544), on March 25.

PLYMOUTH CO - OPERATIVE SOCIETY, LTD., are opening a pharmacy at Broadway, Plymstock, on April 4, under the management of Mr. M. W. Rowe.

SUNBEAM ELECTRIC, LTD., have opened offices at Hardy House, 61 Pall Mall, London, S.W.1 (telephone: Whitehall 7693) but all sales inquiries should still be directed to the East Kilbride factory in Scotland.

SANGERS, LTD., are opening a branch at 156 Ilderton Road, London, S.E.15, on March 21. The branch, under the managership of Mr. T. A. Greenwood, will trade as Brooks & Warburton.

MR. P. A. BALLARD has now acquired sole control of Gordon Miller, Ltd., having previously been marketing manager of the company. The company is removing to 272 London Road, Wallington, Surrey (telephone: Franklin 1308) about the end of March or beginning of April.

Appointments

JAMES SAMUEL & CO., LTD., 56 Fairfield Street, London, S.W.18, have appointed Mr. A. J. Ashford representative for their Northern area.

GILLETTE SURGICAL, Great West Road, Isleworth, Middlesex, have appointed Dr. M. Cox their marketing controller.

ASHE LABORATORIES, LTD., Kingston Road, Leatherhead, Surrey, have appointed Messrs. E. S. Ager and I. D. Hodge division managers for their Southern and Northern sales divisions respectively.

WALSALL CO - OPERATIVE CHEMISTS, LTD., have appointed Mr. G. E. Townsend, B.Pharm.,

M.P.S., their superintendent chemist from April 10. Mr. Townsend at present holds a similar appointment at Swindon and was previously with the Coventry and Enfield Highway Societies.

MINISTRY OF HEALTH. — Mr. S. A. Heald (chief information officer) is retiring from the public service in July. Mr. A. Richardson (at present chief information officer at the Home Office) is to become director of information service in his place. Mr. Richardson takes up his new appointment on March 14.

PERSONALITIES

MR. DOUGLAS TAYLOR has been appointed a deputy director-general of the Confederation of British Industry.

MR. J. TINDALE, M.P.S., F.B.O.A., who has been superintendent chemist of the Wallsall Co-operative Chemists, Ltd., since 1929 is retiring on April 9.

MR. W. A. CLEVERLY, a director of Cleverly (Chemists), Ltd., Cheltenham, Glos, has been appointed an income-tax commissioner on the panel for Cheltenham.

DR. FRANCIS H. CARR, C.B.E., who has been a familiar figure at the annual dinner of the Association of the British Chemical Industry for many years and is the sole surviving signatory of the articles of the association when it was founded in 1916, celebrated his ninety-second birthday on March 12. Dr. Carr was chairman of the association in 1933-35 and president, 1937-39, and was elected an honorary member of the Chemical Industries Association when the A.B.C.M. was merged into that body at the beginning of this year. A former chairman of the British Drug Houses, Ltd., Dr. Carr was at earlier stages in his career chief manufacturing chemist to Burroughs Wellcome & Co. (1898-1914), and director and chief chemist, Boots Pure Drug Co., Ltd. (1914-19).

DR. D. W. MATHIESON, who has been reader in pharmaceutical chemistry at the University of London since 1960, has been appointed professor in pharmaceutical chemistry at the Bradford Institute of Technology as from September 1. After five years' research experience with May & Baker, Ltd., Dr. Mathieson was awarded an I.C.I. fellowship at London University where he gained his doctorate in 1951. He is a Fellow of the Royal Institute of Chemistry and a member of various committees of that body. His research interests are chiefly in structural work on the natural products of potential usefulness in medicine and in the application of N.M.R. spectroscopy to organic chemistry. He has published papers in various scientific journals, and is a member of the editorial board of the *Journal of Pharmacy and Pharma-*

cology. He is editor of the scientific proceedings of the British Pharmaceutical Conference, and also the editor of "The Interpretation of Organic Spectra" and "N.M.R. for Organic Chemists"; Dr. Mathieson is also writing a monograph on "Diterpene Alkaloids."



£100 FOR BENEVOLENT FUND: At an annual dance organised by Potts' Infants' Friend, Ltd., Standard House, Prospect Place, Lenton, Nottingham, and attended by 300 pharmacists and friends, held on March 3, the proceeds were given to the Benevolent Fund of the Pharmaceutical Society. Picture shows cheque for £100 being presented by the chairman of the Nottingham and District Branch of the Pharmaceutical Society (Mr. J. Hutchby) on behalf of the company to Miss M. A. Burr (chairman of the Benevolent Fund Committee). Messrs. Potts acknowledge generous donations from their manufacturer friends that made possible the raising of that sum.

MARRIAGE

RYAN-CRONIN.—Recently, Patrick Joseph Ryan, M.P.S.I., Corner Pharmacy, Boyle, co. Roscommon, Eire, to Mary M. Cronin, Knockrea Terrace, Old Blackrock Road, Cork.

DEATHS

BOYS.—In hospital, on March 13, Mr. Edwin Boys, M.P.S., 59 Chapel-town, Pudsey, Leeds, aged sixty-four. Mr. Boys who had been in business in Chapel-town for thirty-three years qualified in 1927.

COLMAN.—On March 7 Sir Nigel Claudian Dalziel Colman (a director of Reckitt & Colman Holdings, Ltd., and of J. & J. Colman, Ltd.).

CRAN.—On February 18, Mr. John Ross Cran, M.P.S., High Street, Haddington, East Lothian. Mr. Cran qualified in 1931.

FALCK.—On January 2, Mr. Charles Falck, Rundle Lodge, 12th Avenue and 6th Street S.E., Calgary, Alberta, Canada. Mr. Falck qualified as a chemist and druggist in 1897 and retired in 1963.

FIRTH.—On February 26, Mr. Fred Firth, M.P.S., 29 Margaret Mayton Avenue, Durban North, South Africa. Mr. Firth qualified in 1896.

GALLOWAY.—On February 21, Mr. James Leishman Galloway, 50 Ayr Road, Cumnock, Ayr. Mr. Galloway qualified as a chemist and druggist in 1921 and retired in 1946.

GIBSON.—Recently, Mr. Eustace Gordon Gibson, M.P.S., 27 Southdown Avenue, Peacehaven, Sussex, aged eighty-one. Mr. Gibson qualified in 1908. He was the son of the late W. H. Gibson (treasurer of the Pharmaceutical Society, 1910-18).

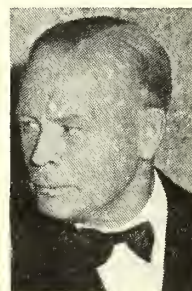
GRANT.—On February 28, Mr. Patrick Smith Grant, M.P.S., 29 Mayland Road, Bedhampton, Hants. Mr. Grant qualified in 1920.

GRIFFITHS.—On March 1, Mr. Harry Powell Griffiths, M.P.S., Seaton Carew, Holmbrook Way, Frinton-on-Sea, Essex. Mr. Griffiths qualified in 1922.

HARRISON.—On February 20, Mr. Frederick Thomas Harrison, M.P.S., 10a Coldharbour Lane, Hayes, Middlesex. Mr. Harrison qualified in 1927.

HAYMAN.—On March 10, Sir Graham Hayman, chairman of the Distillers Co., Ltd., 1958-63

and president of the Association of British Chemical Manufacturers, 1950-53. Sir Graham was president, 1955-57, of the Federation of British Industries, after being deputy president. He was knighted in 1954.



JONES.—On February 7, Mr. Llewelyn Seiriolydd Jones, M.P.S., 42 Tintern Way, West Harrow, Middlesex, aged seventy-two. Mr. Jones qualified in 1922.

KERR.—On February 27, Gilbert Heslop Kerr, M.P.S., 5 Menteith Crescent, Callander, Perth. Mr. Kerr qualified in 1935.

LAMB.—On March 13, Alexander McLaren Lamb, M.P.S., 120 Braid Road, Edinburgh, 10. Mr. Lamb qualified in 1920.

McCORQUODALE.—On December 6, 1965, Mr. John McCorquodale, M.P.S., 109 Channel Highway, Taroom, Tasmania (formerly of Edinburgh), aged fifty-nine. Mr. McCorquodale qualified in 1929.

O'REILLY.—Recently, Mr. Patrick William Ignatius O'Reilly, M.P.S., c/o Overseas Visitors Club, Earls Court Road, London, S.W.5. Mr. O'Reilly qualified in 1963.

POTTS.—Recently, Mr. John Harold Pearl Potts, M.P.S., 14 Tower Street, West Hartlepool, co. Durham. Mr. Potts qualified in 1921.

PROSSER.—On February 27, Mr. William Scarth Prosser, M.P.S., 137 Albemarle Road, York. Mr. Prosser qualified in 1931.

RYAN.—Recently, Mr. Vincent John Ryan, M.P.S., 6 Inverness Gardens, Vicarage Gate, London, W.8. Mr. Ryan qualified in 1940.

SAMBRIDGE.—On February 13, Mr. Robert William Sambridge, M.P.S., 12 Kilworth Avenue, Southend-on-Sea, Essex, aged eighty. Mr. Sambridge qualified in 1916.

SHIPP.—On February 23, Mr. Stanley Walter Shipp, M.P.S., 23 Ashley Avenue, Bath, Somerset. Mr. Shipp qualified in 1932.

SWADDLING.—Recently, Mr. Philip Ernest Swaddling, M.P.S., Mennymickle, Burney Road, West-humble, nr. Dorking, Surrey. Mr. Swaddling qualified in 1934.

NEW PRODUCTS AND PACKS

PHARMACEUTICAL SPECIALITIES

Available as Capsules.—Roche Products, Ltd., 15 Manchester Square, London, W.1, announce that Valium is now available in capsules of 2 mgm. and 5 mgm. each, in bottles of 100 and 500. Valium is subject to Schedule IVB of the Poisons Rules but is exempt from purchase tax.

Antibacterial Ear Drops.—West-Siltan Pharmaceuticals, Ltd., 65 Western Road, Hove, 3, Sussex, are introducing on March 21 a new speciality Ponoxylin ear drops, another presentation of polynoxylin topical broad-spectrum antibacterial agent, which is claimed effective against a large number of Gram-positive and Gram-negative organisms including those associated with ear infections.

Reducing Stress Reactions.—John Wyeth & Brother, Ltd., Huntercombe Lane South, Taplow, Maidenhead, Berks, have introduced a new speciality Serenid (oxazepam), an ataractic compound claimed a "significant advance" in the treatment of patients with symptoms of adverse reaction to stress. Anxiety, tension, irritability, agitation and associated insomnia are understood to respond promptly to Serenid therapy giving symptom control usually within three to seven days. Even with high dosages, state the manufacturers, side effects of undue sedation and lack of muscular co-ordination rarely occur. Serenid is presented as 15-mgm. and 10-mgm. tablets in bottles of 100 and 500.

Long-acting Decongestant.—Fisons Pharmaceuticals, Ltd., Loughborough, Leics., are launching under the name Rynabond a long-acting oral nasal decongestant/antihistamine preparation indicated essentially for symptoms associated with the common cold, sinusitis, rhinitis and hay fever. Rynabond incorporates phenylephrine, mepyramine and pheniramine together with what is described as a new and unique sustained-action principle that provides relief lasting up to twelve hours from one dose, with a reduced risk of the side effects usually associated with antihistamines. Rynabond tablets are packed in aluminium cans of thirty and 250, the former in carton issued twelve to a transparent-tissue wrap. The 250's are packed in outer of four. The product comes under P1, S7 of the Poisons Regulations.

Antipyretic for Children.—Parke, Davis & Co., Staines Road, Hounslow, Middlesex, are introducing on March 21 two new paediatric forms of their antipyretic speciality Ponstan: A small-size Kapseal capsule containing 125 mgm. of mefenamic acid and a suspension containing 50 mgm. of mefenamic acid in each 5 mls. At the recommended dosage in children of six months and older (6.5 mgm. per kilo body weight at intervals of six to eight hours) side effects are said to be rarely encountered, but the makers suggest that Ponstan should not be given for periods longer than seven days. Capsules are in bottles of twenty-five and 250 and suspension in bottle of 60 mls. Prices [received too late for inclusion

in this week's Cumulative Supplement] are: Capsules (25's) trade 40s. doz., tax 10s., retail 5s. 10d. each; (250's) trade 300s. doz., tax 75s., retail 43s. 9d. each. Suspension 40s. doz., tax 10s., retail 5s. 10d. each.

OVER-THE-COUNTER MEDICINALS

Antiseptic Liquid.—W. B. Cartwright, Ltd., Rawdon, Leeds, are distributing to chemists only a new product WBC antiseptic liquid. WBC antiseptic liquid is described as safe externally or internally. Active ingredients are chlorine, 0.4 per cent., iodine, 0.11 per cent., phenol, 0.63 per cent. w/v, salicylic acid, 0.045 per cent. The makers claim that combination occurs between ingredients to produce a halogenated phenolic compound. The product is presented in 2-oz. and 8-oz. bottles.



New roll pack for Gelusil antacid of Wm. R. Warner & Co., Ltd., Eastleigh, Hants, in outer.

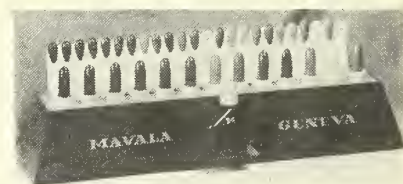
COSMETICS AND TOILETRIES

Nail Hardener and Deodorant.—Revlon International Corporation, 86 Brook Street, London, W.1, have launched two new products. "Super Nail" is a nail hardener that is understood to penetrate into the nails to give them strength and toughness, helping them to resist breakage and flaking, hold moisture and keep their flexibility. Revlon extra-protective anti-perspirant and deodorant contains "an extra measure" of the anti-perspirant ingredients aluminium chlorohydrate and aluminium chloride. It is issued in a glass container with dab-on applicator.

Bottled in Grasse.—Parfums de Soisel (U.K.), Ltd., 1 Artillery Passage, London, E.1, have made available in Britain the *Albacri de Soisel* perfumes which are "created, bottled and

packed" in Grasse, France. The perfume is described as "new, gay and sophisticated." National advertising is commencing in April and point-of-sale material, testers and samples are available.

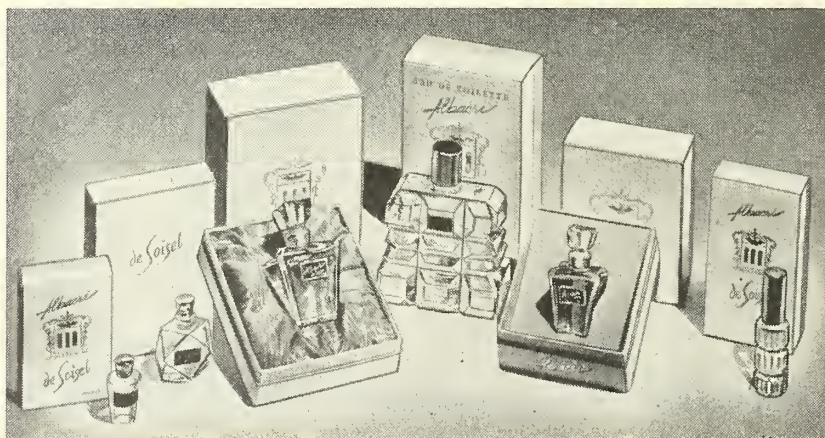
Lipsticks in the Range.—James, Samuel & Co., Ltd., 56 Fairfield Street, London, S.W.18, advise that Mavala, S.A., Geneva, Switzerland, have added lipsticks to the Mavala range of products for which Messrs. James, Samuel

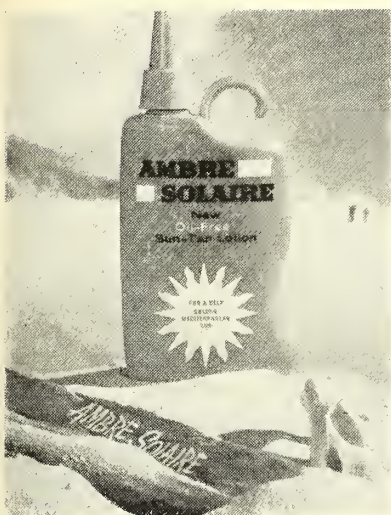


are sole distributors in the United Kingdom. The series comprises twelve colours and a frosted white that may be used either under or over another colour lipstick or on its own. Each lipstick is individually packed in its own carton. A tester stand is available.

New Low-priced Cosmetics.—New products in the "Beauty on a Budget" series of Rimmel, Ltd., 140 Tottenham Court Road, London, W.1, include "caramel pearl" and "peppermint pearl" nail lacquers, "Hide and Heal" cake make-up, a new make-up base applied with a damp sponge to give the skin "a day-long flawless appearance" (it is claimed to conceal spots and blemishes while helping to heal them, and is available in fair, medium and dark shades) and "Hide and Heal" stick, in easy-to-carry-about white-and-gold container (choice of light and dark shades); brush-on eyebrow colour (black or dark brown) in gold-stamped "tortoiseshell" compact with wedge-shaped brush; hair lightener and brightener; sable lip brush; and roll-on cream perfume (night and day and golden freesia) in gold-capped glass bottle.

Oil-free Suntan Lotion.—A new item in the Ambre Solaire series of suntan products is an oil-free crystal-clear suntan lotion that protects against sun burn, "encourages a radiant Riviera tan," and leaves the skin fresh. The product is packed in an unbreakable





tangerine container with nozzle-type head for economical application. A pre-packed display unit contains six bottles.

Make-up Sequence. — Coty (England), Ltd., 3 Stratford Place, London, W.1, have launched a new transparent make-up sequence Veil Naturelle, giving luminous colour tones. The sequence comprises cream foundation, finishing powder and "Blush Accent," the cream foundation in six shades (rachel, peach, rose, beige, tawny and



mocha) in chocolate brown jar with gold floral motif on lid in matching carton. The fine powder is for dusting lightly over the face to give a "velvety translucent" finish. Messrs. Coty have also brought out for the younger woman a new Twinset containing Coty's luminescent cream powder and Dewfresh lipstick in "Magic Bloom"/Golden Haze; Sunny Peach/Fresh Pink; and Wild Honey/Fresh Red cream powder lipstick combinations, or in any other combination to order.



TUBE WITH KEY: With every pack of Vademecum tooth-paste comes a small key that fits on to the end of the tube, enabling the flow of tooth-paste to be controlled. The product is available from Barnangens Vademecum, Ltd., 4 Tribune Drive, Sittingbourne, Kent.

SUNDRIES

Ten-second Diabetic Test.—A new improved form of Clinistix, strip test for glycosuria, which shows a result in 10 seconds, is announced today by the Ames Co. (a division of Miles Laboratories, Ltd.), Stoke Court, Stoke Poges, Bucks. The pack is a bottle of fifty strips, including a desiccant pack.

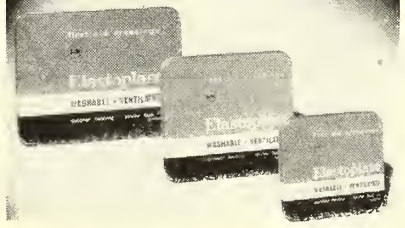
New Carton and a Guarantee. — The Marathon one-way nappy of Marathon Knitware (Nottingham), Ltd., Peveril Street, Nottingham, distributors John Beales, Ltd., Peveril Street, Nottingham, has been given a new carton and new display outer. The carton now carries the money-back



guarantee: "If you are not completely satisfied with your Marathon one-way nappy, return the nappy to us and we will refund your full purchase price." The makers claim not only to have originated the term one-way in relation to nappies but that the Marathon is "still the best and best seller" in its class.

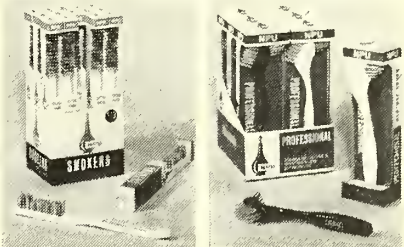
Health-ray Lamps. — "V"-Development, Ltd., 22 Clifton Road, London, W.9, offer two new lamps, the Neron ultra Vitalux irradiator (the three-in-one) and the Theratherm infra-red medical lamp, both products of Osram, G.m.b.H., Germany. The ultra Vitalux incorporates two radiation units in a single glass bulb (mercury high-pressure quartz burner and tungsten filament). Relative to the spectrum, say Messrs. "V"-Development, the proportionate ultra violet output lamp is ten times more than that of the sun. The Theratherm is an infra-red emitter with dark ruby glass top. It is especially recommended for ear, nose and throat troubles, sinus and other cavity inflammation, common colds, influenza, catarrh, gout, neuritis, rheumatism, arthritis, muscular and joint diseases. Both lamps can be adapted in any existing lamp fitting. Stands, of plastic, with swivelling fittings, may be obtained.

Larger Packs for Elastoplast.—A "bright new" presentation of Elastoplast coincides with a new range of sizes (medium, large and family). Every pack now has a simple colour coding and a boldly lettered description of the contents. Traditional Elastoplast is now



known as "stretch fabric." Colour coding bands are: Washable ventilated, black, invisible, pink; waterproof, green, stretch-fabric, red.

Denture and Smokers' Tooth-brushes. —Two additions to the N.P.U. Professional range of tooth-brushes (distributors: Maw's Pharmacy Supplies, Ltd., New Barnet, Herts) are a denture



brush with two functional heads, one of white nylon tufts and the other of extra stiff polyurethane. The handle in black and white is of exclusive design and carries the letters "N.P.U." in gold blocking. The carton and display outer are colourful in red, white and black. The new smokers' tooth-brush is extra hard and has 50 tufts of polyurethane. Design is again exclusive. Carton is in grey, white and black.

Through the Vacuum Barrier. — After three years of development work, Insulex, Ltd., Insulex House, 124 Barlby Road, London, W.10, are marketing hermetically insulated food jars designed to keep foods either hot or cold for long periods. Until now, say Messrs. Insulex, food jars have always



needed a vacuum glass liner, but that need has been overcome by means of the company's hermetic insulation method. The jar, claimed unbreakable, "keeps hot food piping hot for 4 hours, or cold food icy cold for 6-8 hours." Complete with a carrying handle and screw stopper, it has a capacity of 32 oz. (approximately 1 1/4 pints) and is available in blue or red.

Reformulated.—The Dylon "Wash'n Dye" colours of Maybourn Products, Ltd., Dylon Works, Sydenham Road, London, S.E.26, have been reformulated to line up with twelve popular shades in the standard Dylon multi-purpose range. The new colours are 1, Indian corn; 10, cherry flame; 13, Carnival (old rose); 16, Arabian night (royal); 18, Madonna blue; 24, Spring light (eau de nil); 28, old gold; 31, brandy brown; 32, scarlet; 35, Sherwood green; 42, Parma violet; and 43, wine. The counter display unit has also been re-designed with blocks of fuschia, yellow and black on a white background.

TRADE NOTES

Now Tax-free.—Boots Pure Drug Co., Ltd., Station Street, Nottingham, announce that their Anodesyn ointment is now exempt from purchase tax.

Hair Colour Packs.—Makers of Harmony hair colours, now in new triangular pack, are Elida, Ltd., Hesketh House, Portman Square, London, W.1 [corrected note].

Change of Distribution.—From April 1 the distribution of the Ricil eye make-up range in the United Kingdom is being handled by Golden, Ltd., Berkeley Square House, Berkeley Square, London, W.1, who will be handling the distribution through Roja Laboratories (United Kingdom), Ltd.

Change of Distributor.—Chas. F. Thackray, Ltd., have been appointed authorised distributors for all Ethicon products from March 31, and from that date the products will be distributed from Thackray centres at Park Street, Leeds, 1; Ravensdale Commercial Estate, Timberwharf Road, London, N.16; and Queen Margaret Road, Glasgow, N.W. Stocks already available include a comprehensive range of sutures and the Ethicon specialities Biosorb glove powder and cream, Cidex sterilising solution, Gamophen surgical soap and skin cleanser, Surgicel haemostatic gauze and Dispos-a-glove medical examination gloves.

Medical Prescription Lamps.—Claiming to be the biggest suppliers and importers of medical prescription lamps, M. S. Krausz-Harari, 87 Ravensdale Road, London, N.16, offer among other apparatus lamps manufactured in Great Britain, Austria, Finland and Switzerland. The British-made "medical prescription health lamp" No. 5, is without screws, clamps or bolts to be adjusted, and the lamp allows the patient to receive treatment in a relaxed and comfortable position, even lying down, its chromium-plated flexible arm being instantly adjusted without upsetting the stability of the lamp on its heavy base. The lamp is finished in grey enamel and chrome, and supplied with standard 400-watt mixed-wave element combining infra-red and radiant heat rays. Optional extras are an ultra-violet alpine sun-lamp bulb (also available with its own stand), made by Oy Airam, A.B., Helsinki,

Finland, and an infra-red element. From Switzerland come the Belmag quartz lamps, each with pure quartz burner that is claimed to control the intensity of the radiation effect. The Belmag Ideal with timer is described as the "Rolls Royce" among quartz lamps, being provided with all technical refinements, including high-pressure quartz burner and infra-red circline aggregate in specially designed and treated graduated reflector. The lamp is adjustable on telescopic stem for use on the floor or on a table, and is "inclinable, tiltable, telescopic." In the illustration it is shown in its collapsed state. The case is covered with grey washable plastic material outside, and there are a built-in timer and container for cable, sun-glasses, and cream. The Belmag Cosmo quartz lamp with timer may be used as a table or wall model as desired and in three colour combinations: Reflector green, red or blue; base silver-grey; handle and hinges anthracite; stems nickel-plated. Messrs. Krausz-Harari are also importers of the Sonnenkind Riviera home quartz lamp (a portable stand model), the Sonki portable sun-lamps (the deluxe model, with timer, is illustrated); there are two others, the standard (without timer) and model 3, with timer, lid and carrying handle; and the Jelosol medical prescription lamp.

Competitions

Rover Car for a Dealer.—From mid-February until mid-July dealers placing orders for Quosh and/or Quosh Chekwate may enter a Quosh Quartet trade competition in which the star prize is a new Rover 2000 car. The promotion is actually four monthly competitions in one. In April the prizes are 100 Estyma radiolarms (travel clock and transistor radio in leather case); in May 100 Manis 21-jewel Swiss calendar watches; in June 100 Kodak Retinette 1A 35-mm. cameras; and in July the Rover 2000 (taxed and insured for one year). Competition draws are being held on April 25, May 23, June 20 and July 18. The first 100 correct entries drawn in April, May and June and the first correct entry drawn in July will be declared the prize winners. Dealers' entry forms are being included

in every competition draw which takes place following their receipt. Entry forms and details of the competition may be obtained from salesmen of Beecham food and drink division or through wholesalers. During the spring and summer the company are repeating the most successful Quosh consumer competition ever run in the United Kingdom. Housewives are again offered prizes of 101 Kenwood Chef mixers every week from May 25 to August 10. Over 10 million bottles of Quosh and Quosh Chekwate carry entry forms.



REDESIGNED: Izal, Ltd., Thornecliffe, Sheffield, have redesigned the 1-gal. tin of their Sanizal disinfectant, as illustrated.

Bonus Offers

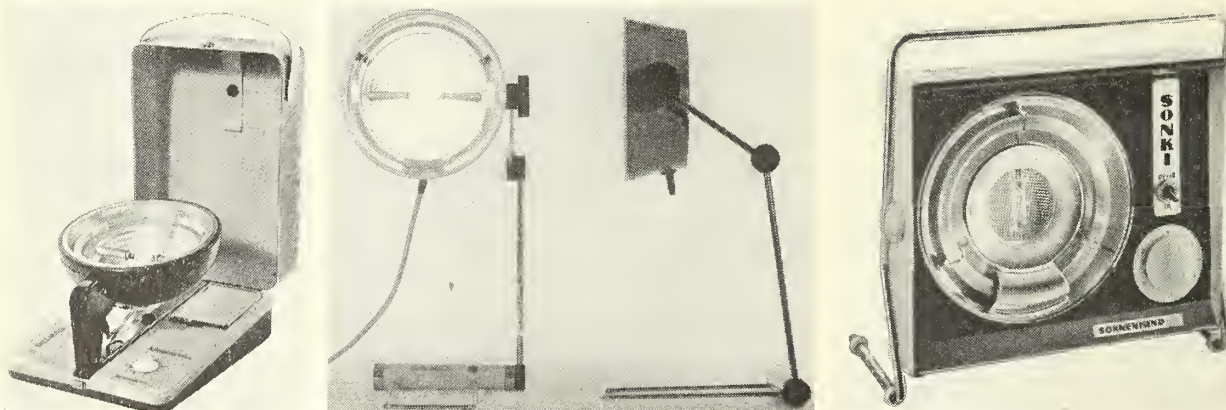
W. B. CARTWRIGHT, LTD., Rawdon, Leeds, WBC antiseptic liquid. Twelve invoiced as eleven on order for 3 doz. assorted sizes. Twelve invoiced as ten on order for 6 doz. Chemist's own name and address printed on 6 doz. assorted and over.

FASSETT & JOHNSON, LTD., Oxford Works, Worsley Bridge Road, London, S.E.26. Quickies sun-tan oil pads and sun-tan lotion pads. Forty-eight invoiced as forty-two on minimum 4 doz. assorted, till April 30. [Corrected note.]

H. & T. KIRBY & Co., LTD., Willesden Green, London, N.W.2. "Ten-day Slimmer" treatment and "Extra Energy" tablets. Fifteen invoiced as twelve on order for 12 doz.; fourteen invoiced as twelve on order for 3 doz.; thirteen invoiced as twelve on order for 1 doz. Until April 30.

INFORMATION WANTED

The Editor would appreciate information about: Maltisupex baby laxative



PRESCRIPTION LAMPS FROM THE CONTINENT: Left, the Belmag Ideal; centre, the Belmag Cosmo (stand model); right, the Sonnenkind Sonki. All are imported by M. S. Krausz-Harari, 87 Ravensdale Road, London, N.16.

New Front, New Shop, New Dispensary

A THOROUGH MODERNISATION AT BELVEDERE

THE Nuxley pharmacy at Belvedere, Kent, which until recently was undistinguishable from many other old-fashioned pharmacies throughout the country, has been modernised throughout. Some customers, no doubt, may miss the old, friendly muddle of merchandise, but most have shown their approval of the change.

The shopfront has been replaced, and the sales area has been increased from 225 to 426 sq. ft. by expansion into space previously occupied by the old dispensary. At the rear of the premises a new brick extension has been added, housing an enlarged dispensary and new staircase leading to what was previously living accommodation upstairs but is now stockrooms, offices, and staff rooms.

The main building additions and major structural alterations were completed by a local builder and architect, the shopfitting (at a cost below £3,000) by Goodwin Storefitters, Ltd., Rochford Road, Southend-on-Sea. Counterpoint store equipment was used in both pharmacy and dispensary.

Features of the Shopfront

The new shopfront has a white Melamine facia with the lettering in raised black bevel-edged lettering outlined in gold. Beneath the facia are blind laths finished in silver-anodised aluminium, supported on a contrasting transom of black Melamine. Silver-anodised aluminium is used also in the frames for the two display windows and for the stall-raisers and vertical panel of the left-hand display window adjoining the entrance. A panel on the right-hand side of the entrance, colourful in burnt orange Arborite, bears a carboy design in white, and the pilasters are in fairfaced brick. The smaller left-hand window is placed at an angle to the entrance doors, which are thus set



New shopfront of the Nuxley Pharmacy. Below, exterior and interior of the old Nuxley pharmacy.



back to create an arcade effect and to provide a sheltered view of the merchandise in both the display windows. Display-window illumination is by spots, supplemented by general illumination from the shop itself, from

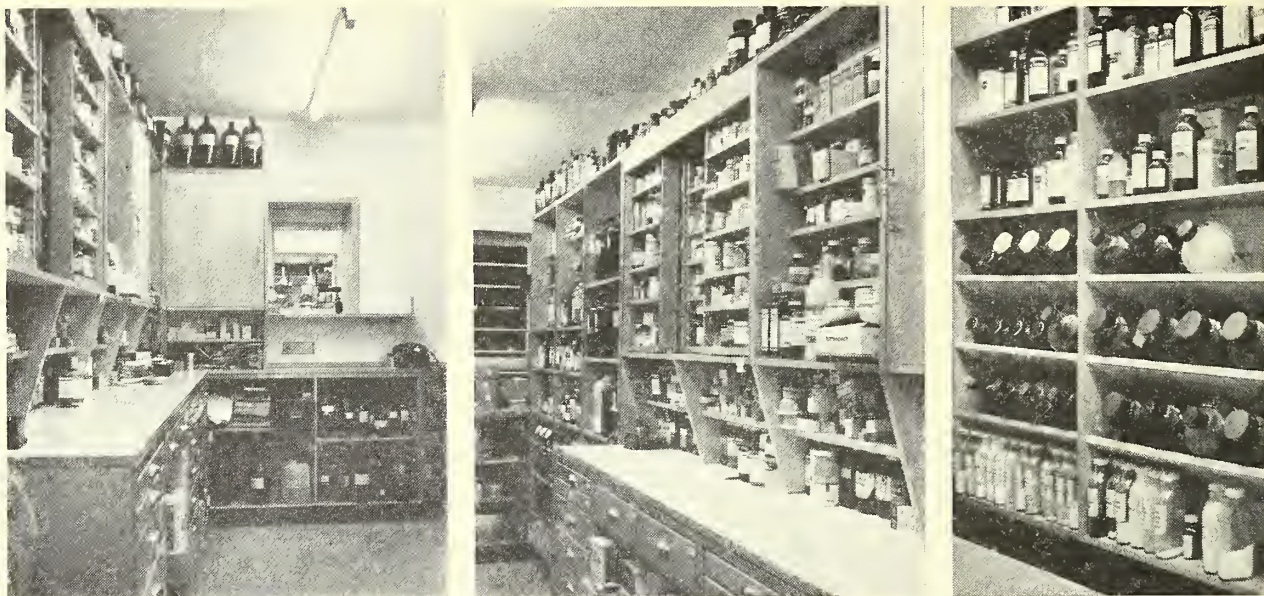
which there is no physical separation such as a window-back. The sales floor is covered in a neutral-shaded lino, and the ceiling is decorated in white acoustic tiles, with illumination by fluorescent lighting behind diffuser



Left: Main sales counter, including display top with medicinal items, open to view but under pharmacist's control. Pharmaceutical specialties are stored on the wall units behind. Adjacent is dispensary control point



enabling easy two-way contact between dispensary and sales area. Right: Right-hand wall showing fixtures for foods; beauty aids and cosmetics displayed on wall units mainly with glass display cabinets.



THE NEW DISPENSARY: Left, a general view showing desk surface next to hatch enabling efficient service of dispensary items and providing the pharmacist with a good view into the sales area. Centre, dry bench with wall sliding tablet unit. Right: Winchester storage on sloping shelves of Counterpoint unit.

panels, supplemented by occasional spots, all fitted to Lytespan tracks.

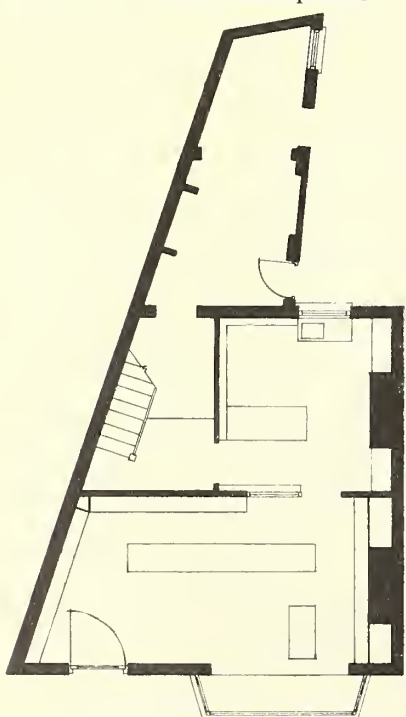
Along the left-hand wall of the sales area the run of Counterpoint units is fitted with open shelving at eye level for the display of self-selection merchandise, and with 2-ft. high open-base units below for bulk storage. Baby foods are set out on the unit nearest the window, then toiletries, household items, health food products, and finally men's shaving lotions. As the wall run approaches the main pharmacy counter at the rear of the shop, where self-selection gives way to control, the base units convert to nests of drawers. The counter incorporates an

open display top for items of a medicinal nature, which are open to view and customer selection but remain under the pharmacist's control.

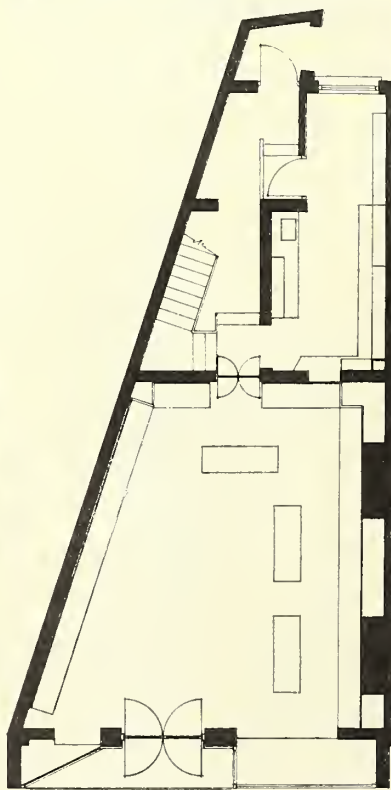
Pharmaceutical specialties are stored on the shelves and in the drawers behind the main counter, with cash till adjacent. Behind the till is the dispensary control point, giving an easy two-way view and contact between sales area and dispensary. The right-hand wall is devoted to foods, beauty aids and cosmetics, mainly in units



Self-service wall fittings on left-hand side of pharmacy. Open base units for bulk storage give place to nests of drawers as the run approaches the main pharmacy counter.



Plan of the premises as they were.



Plan of the premises as they now are.

fitted with glass display cabinets at eye level and below them, to a height of 3 ft. from the ground, stock drawers. Two half-glazed display counters in front of the fixtures enable "dispensers" and other sales aids to be effectively displayed, and emphasise the service character of this section of the shop. The dispensary is spacious, light and airy. Along the left-hand near wall is a Counterpoint wet bench incorporating a sink unit. Stock racks for Winchester storage both above and below are positioned to allow maximum width of bench working space. Beneath the sink is a dry-bottle rack with adjustable divisions.

The wall between dispensary and shop incorporates the dispensary control aperture, an administrative working

surface, shelves for reference books, pigeon-holed lockers for files and working papers, and the telephone. The near right-hand wall contains the D.D.A. cupboard. Adjacent to it is a row of Counterpoint wall sliding tablet units, tablets, ointments, etc. Again

the maximum amount of unimpeded working surface is maintained at waist level, fully utilising bench area determined by the size of the row of drawer units below. The far section of the dispensary is mainly devoted to storage units, particularly to Winchester's.

Counterpoint sloping shelves are used to provide for the easier removal and replacement of bottles and to provide rather more storage capacity within a given space. All working surfaces are of Melamine, which is simple to maintain and keep clean.

SCOTTISH HOSPITAL PHARMACISTS CONFER

(Concluded from THE CHEMIST AND DRUGGIST, March 12, p. 254).

MR. STEVENS went on to say that if it could be shown in court that any accident that occurred might not have done so but for the intervention of the pharmacist in an unauthorised manner, then the pharmacist would be liable. In a case in the North of England some years previously a chemist had been given a prescription for an ear lotion containing Vaseline, but had dispensed it with white soft paraffin. For some reason trouble developed in the child to whom the lotion had been administered, and damage had resulted. "We all know that Vaseline and white soft paraffin or petroleum jelly are almost identical, but because no cause could be shown for the damage to the child's ear, and the chemist had substituted his own idea of the base prescribed by the doctor, the pharmacist had been held liable on the doctrine of *res ipsa loquitur*. The pharmacist had had to pay considerable damages.

Master and Servant Doctrine

Under another legal principle, the doctrine of master and servant, an aggrieved patient could sue either a hospital or its staff according to where he considered the claim would best succeed. Furthermore a hospital pharmacist, as the person in charge, might be held liable for the shortcomings of his staff. That situation was important in view of the trend to fewer and larger hospital pharmacies operating with dispensing assistants under chief pharmacists. Where a professionally qualified person used unqualified help in a professional service, the standard of care given by the unqualified person must be that of the average qualified person. It was therefore essential for every hospital pharmacist to see that his staff were adequately supervised, given duties well within their scope, and made to exercise the same standard of care and attention as he would himself display. National Health Service contracts and the accuracy of dispensing were unlikely to worry the hospital pharmacist as much as they did the retail chemist, particularly in Scotland, where out-patient dispensing was not practised to anything like the same extent as in England. Nevertheless, any N.H.S. dispensing that was done was subject to the contract conditions laid down. "Therefore you assume not only ordinary legal burdens under Common Law but also onerous conditions of accuracy and testing."

Mr. Stevens urged each hospital pharmacist to join the Guild of Public Pharmacists if he did not already belong if only to obtain the Guild's liability insurance.

It was soon evident during the ensuing discussion that many present were concerned about the legal implications of supplying a generic preparation for

a proprietary. Some had also in mind the earlier statements of Mr. G. Smith about quality controls. Mention was made of the situation that might arise if a patient who had received private prescriptions of drugs entered a hospital in which substitution was authorised. It was emphasised that a hospital pharmacist should secure a written authority from the appropriate committee before dispensing an official drug when a proprietary had been prescribed, and it was also agreed that, whatever was issued or dispensed in the pharmacy, it must be accurately labelled, perhaps using the style "generic title equivalent to brand XYZ," so as to help doctors and nursing staff.

The recommendations about a safe system of working within the pharmacy also caused much discussion, during which it was pointed out that each pharmacist was responsible for his own professional acts. In some circumstances, the chief pharmacist might not be solely responsible for all the events in the pharmacy. If, therefore, a chief pharmacist could not ensure a safe system of working within a section of his department, then he should suspend activities until the situation could be sufficiently improved.

The question of pharmacists' responsibilities for other hospitals, especially in connection with authorised dispensers under the Dangerous Drugs Act, was also raised. The advice given was that the pharmacist should see his hospital board and obtain a ruling that the chief pharmacist was responsible for all matters connected with the Dangerous Drugs Act. A questioner who sought guidance on who was responsible for deterioration in ward stocks of drugs was told to accept the responsibility himself and then enforce the appropriate storage conditions.

Progressive Care

The Saturday afternoon session began with a lecture on "Intensive Therapy" by DR. DONALD CAMPBELL (consultant anaesthetist, Glasgow Royal Infirmary). Dr. Campbell said that two important factors influencing thinking in hospital practice at the present time were increasingly elaborate surgical and medical procedures, requiring the services of highly skilled personnel, and the increasing shortage of such personnel. One attractive solution, if not the complete answer, was a system of "progressive patient care." The system involved grading patients according to the degree of supervision required during treatment, regardless of whether the condition was "surgical" or "medical."

Intensive Therapy

In an intensive care unit the main functions were observation and inten-

sive therapy. Patients were held there only until their clinical condition indicated that no further intensive observation or therapy was required, when they were then passed on to the moderate-care unit. Dr. Campbell described the inauguration of a small intensive-care unit for the treatment of respiratory emergencies at the Glasgow Royal Infirmary. The unit comprises four beds and has admitted 322 patients during three years. In serious accident cases with crushed chest injuries the overall mortality rate exceeded 50 per cent. In such cases vigorous therapy must be instituted, and the best place to do it was in the intensive-care unit, which functioned at full efficiency throughout the twenty-four hours. In the first thirty-three such cases treated by the unit the overall survival rate had been 63 per cent.—a considerable improvement on previous results. One of the rarer respiratory emergencies of medical origin resulted from an abnormal response to suxamethonium, breakdown of which in the blood stream depended upon the presence of pseudocholinesterase. In two groups of patients (those with malnutrition or liver disease, where there was a diminished production of the enzyme, and a genetically linked condition in which the enzyme was present in normal amounts but was atypical and acted more slowly), the breakdown did not occur at normal speed. Six families with that condition had been encountered. When prolonged apnoea occurred the treatment was best carried out in the intensive therapy unit, with mechanical assistance until spontaneous respiration occurred, when the recovery rate became 100 per cent. Improvements were also expected in the management of other patients with similar respiratory problems (those, for example, with tetanus, status epilepticus and myasthenia gravis). The experience obtained at Glasgow made it possible to plan comprehensive intensive care area for all types of patients. It remained for the concept to be generally accepted.

MR. S. WOZNIAK, Dunfermline, asked if the new routine had been accepted for the new hospitals that were to be built, and DR. CAMPBELL'S reply was that the method was being considered in some places. The question was not only one of design, but also one of attitude. There was almost no end to the types of wards that could be suitably arranged for the system. How staffs were organised was often of extreme importance. To another questioner Dr. Campbell elaborated on the intravenous use of sodium bicarbonate to combat acidosis after cardiac arrest. In respiratory acidosis THAM and mannitol were prescribed, in incipient renal failure Rheomacrodex.



"OPEN SHOP"

AN UNSCRIPTED COMMENTARY ON THE
SPECIAL PROBLEMS OF THE PHARMACIST
IN GENERAL PRACTICE

By E. C. TENNER

I HAVE recently had the opportunity of being present at two different, though in many respects somewhat similar, staff-training conferences. The first was one of the series at present being staged by the National Pharmaceutical Union. The second was presented by W. R. Warner & Co., Ltd. I will not attempt to make comparisons between the two sessions, but will content myself by stating emphatically that both were good and well worth the effort of attending. The N.P.U. set-up would appear to require an attendance of about a hundred, and I understand that they have had no difficulty in attaining that figure. The Warner programme can quite adequately cater for smaller numbers, and my impression was that an attendance of between, say, thirty and sixty would be satisfactory. On that basis the N.P.U. would probably confine its activities to the larger centres of population, and smaller towns, such as my own, are unlikely to be included in their schedule. I would therefore suggest to branch secretaries in the smaller towns that they should consider contacting Messrs. Warner with a view to arranging a staff-training evening. I am quite sure that they will be delighted with the way in which the matter is handled. On both occasions I was most impressed by the enthusiasm displayed by the young ladies in the audience, and it was evident that they were very willing to learn. It also appeared that the film strip with a suitable sound commentary was an ideal way of holding their attention, and of demonstrating both good and bad techniques in the handling of customers. One feature of modern business life that became apparent to me when talking with other proprietors was the large number of part-time staff now employed in pharmacies. Indeed it appeared that some shops were run largely on that form of labour. I have not myself yet had to resort to that method of staffing, but would suspect that it involves considerable management problems and demands also a considerable amount of goodwill between the various members of the staff. It must also involve a somewhat larger wage bill than does a full-time staff, and there is also the already large and constantly growing expense of an increased number of National Insurance stamp contributions. It appears to me that the present system, which demands a full National Insurance contribution if a person works more than eight hours a week, is somewhat unjust. Surely a scale that made a suitable allowance for working not more than twenty hours a week would be more in line with modern conditions. It would certainly make part-time staff a more attractive proposition. Perhaps the N.P.U. could consider this matter with a view to bringing it forward in the proper quarter. I have no doubt that they would find other similar organisations most willing to assist them.

Heterogeneous Packs

The problems raised by the stupid lack of uniformity in sizes and packs of the many items we handle in our dispensaries has recently been brought into focus for me in another sphere besides the perennial one of tablets. We have had quite a spate of guessing on the part of our doctors regarding the sizes of ointment tubes. Having had a quick glance through our ointment cupboard I put on record that all my sympathy is with the doctors. I have noted the following sizes:—5, 7, 10, 14.2, 15, 20, 25, 28, 28.4, 30, 40, 50 and 55 gm., and I have no doubt that a careful search would have revealed even more. Surely this is quite ridiculous, and it is high time that our manufac-

turers showed a little reason and common sense in this matter, as indeed in many others in the field of packaging. Surely four sizes (say 5, 15, 30 and 60 gm.) would be adequate for every conceivable requirement.

A Field for the Adventurous

Being to some extent connected with the veterinary side of our profession, I was considerably interested in the report which I have recently read of a meeting of the Agricultural and Veterinary Pharmacy Group, held in Shrewsbury in February. The subject discussed, "Opening a Veterinary Pharmacy," was certainly wide enough to give those attending the meeting ample scope to air their views. My own opinion, and my advice to anyone considering such a step, is that unless one is prepared to devote several years of time and effort to getting established, it is better left alone. For anyone who would feel really at home in a sphere where apparently ethics count for practically nothing, in which price cutting is rampant (I recently came across an instance of an item retailing at 84s. being cut to 56s. for singles and to 52s. 6d. for a purchase of twelve or more), and in which manufacturers appear to support unqualified traders to an even greater extent than in general retail pharmacy, that is the field for him. Other problems would appear to be that every manufacturer is trying to jump on every bandwagon, leading to even worse duplication than in prescription "ethicals," to extreme seasonal variations in demand, both as to volume of turnover and type of goods sold, and generally speaking to a nightmare of trying to solve the problem of balance, namely to keep a large enough stock to meet sudden demands while still achieving a reasonable overall rate of stockturn. There is one good feature about the situation. In my experience, and contrary to the generally expressed opinion, farmers are quite good at paying their accounts.

Any Business Questions?

I have heard that there is danger of capital gains of a company bearing tax twice. Is that true?

YES. The company will suffer corporation tax on any realised capital gain. In addition the value of the shares will be increased by reason of the retention of the balance of the gain in the company. On a sale by a shareholder, he will then suffer capital gain tax on the disposal of the shares by reason of their enhanced value.

What are the advantages and disadvantages of turning a small privately owned retail business into a limited company?

THE advantages are briefly: (i) The limitation placed upon the liability of shareholders; (ii) the fact of perpetual succession which means that the death of a shareholder does not affect the legal entity which is the limited company; (iii) the greater ease with which non-working proprietors can be included. The disadvantages are: (i) The fact that limited liability has some effect in reducing the availability of credit; (ii) the likelihood that the corporation tax provisions applicable to a company will be less advantageous than the taxation of a sole trader or partnership; (iii) the possibility of double taxation of any capital gains; (iv) the relatively disadvantageous position of a director as opposed to a partner from the taxation point of view; (v) the increasingly onerous nature of company legislation. Probably the disadvantages tend to outweigh the advantages in many cases today.



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For Retailer, Wholesaler and Manufacturer

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TELEPHONE: CENTRAL 6565

Cost to Chemists of Doctors' Scheme

It would appear essential that pharmacists should proclaim in an even louder voice than hitherto that, for the welfare of patients, there must be no extension of dispensing by doctors under any pretext whatsoever. It is apparently necessary to reaffirm that principle in view of the latest private practice scheme being sponsored by the General Practitioners' Association (see p. 268). The scheme, which is intended to exist alongside the National Health Service, envisages a regular monthly contribution from members of the public who wish to be private patients and a recommended series of consultation charges ("the scale of fees is calculated to include provision of drugs at no extra cost to the patient"). We are not concerned at this point of time with the moral questions that arise for the general practitioner who intends to operate in the National Health Service at the same time as he participates in the scheme, but we are concerned with sectors of the new scheme that affect pharmacy.

When we made inquiries about supplies of drugs under the scheme we were told that the intention was to provide them through the local chemist at the doctor's expense, that chemists would submit weekly or monthly accounts to the doctor; and that the doctor would carry the usual supply of emergency drugs, but that the main supply would be on prescription. That information conflicts, however, with the details given by Family Care Service, Ltd. (the organisers), in a leaflet outlining the scheme to doctors.

The leaflet states:

"Experience has shown that the best method is to combine dispensing by the doctor from a basic stock with prescribing through the local chemist in the usual way. Great economy can be effected by colleagues joining to form a group for bulk purchase of drugs. This will be particularly valuable when the F.C.S. list of patients increases. Guidance on the formation of groups for this purpose is available on request." Then in bold type there appear the words: "As a practice expense the cost of drugs qualifies for full tax relief."

Drugs are also mentioned in another section of the leaflet headed: "Some questions you may ask."

QUESTION: The contribution and consultation fees are very low. Will they cover the cost of drugs?

ANSWER: Yes, on average the cost of drugs is approximately one-third of the gross income. Groups of doctors can effect great economy by bulk buying of drugs. *Doctors should have no difficulty in devising their own dispensing methods* [our italics!]. Remember a F.C.S.

list of 2,000 patients brings a gross income of £12,000 p.a. This allows £4,000 p.a. for drugs, and in practice this has proved to be ample."

Then follows yet another reminder that the cost of drugs qualifies for full tax relief.

We deduce from the reminder that the doctor would buy in the commoner and cheaper drugs (such as aspirin and compound codeine tablets)—drugs that attract a dispensing fee high in relation to their cost—leaving the chemist to keep in stock high-priced and/or low-demand products and to make up those prescriptions that require special skill in or knowledge of pharmacy.

If the scheme obtains wider support than other similar projects have done in the past, there will be additional problems for the pharmacist in general practice to solve. At the outset there is the problem whether or not to regard the new service as involving private dispensing, to which the appropriate scale of dispensing fees suggested by the Pharmaceutical Society would apply, or whether dispensing under the scheme should be regarded as contract dispensing for the doctor. There is another aspect. If the order from the doctor to the chemist is considered a prescription, would not the sending of patients to one chemist contractor, even in a restricted locality, be considered as unprofessional conduct by that doctor? Furthermore, such a relationship might offend against paragraph 24(e) of the Pharmaceutical Society's Statement upon Matters of Professional Conduct, which warns against the situation in which a pharmacist "has an arrangement with a medical practitioner whereby the latter tells his patients to take prescriptions to the pharmacist or whereby, in the absence of any special circumstances, the medical practitioner sends him prescriptions by other means."

The more we consider the doctors' new scheme, the more we dislike it and the problems it raises for the pharmacist. If the doctors wish to indulge in private medical practice, surely they should do so in the currently accepted manner and issue prescriptions to be dispensed by the pharmacist of the patient's own choosing. It would appear that even the enthusiastic organisers of the scheme realise that it will never get off the ground unless, in order to compete with the "free" National Health Service, drugs are provided "at no extra cost to the patient."

If the doctors consider that the pharmacists should be made to bear the cost of their scheme then they had better think again.

"Early Warnings" in the Health Field

SPEAKING at the *première* of a medical film on glaucoma in London on March 14, Dr. C. L. Sharp (medical officer of health for Bedford) outlined a suggested "early warning" system for detecting and dealing with a range of diseases, including glaucoma.

The plan envisages multiple screening tests, at first as a pilot scheme, later on a national scale, as a means of achieving early diagnosis and treatment of glaucoma, tuberculosis, cervical and breast cancers, etc. In putting it forward, Dr. Sharp was drawing on the experience of a diabetes screening programme operated with considerable success in his own area. The number on the blind register for England and Wales at the end of 1962 was 96,729; 55,806 of them were aged

over seventy and another 16,276 were between sixty and sixty-nine (figures given in "Incidence and Causes of Blindness in England and Wales, 1948-62" by Professor Arnold Sorsby). Glaucoma accounts for 12.6 per cent. of all cases of blindness, and Dr. Sharp indicated that 40 per cent. of persons blind from glaucoma have had no treatment, though many could have been saved from blindness by timely attention.

Without urgent organisation to seek out the condition at an early stage no improvement can be looked for and a heightened awareness is needed in both practitioners and public. To the elderly the service would have to be taken, not waiting for them to be forced by the pain or disability to attend the surgery when the problem became acute. But "good products," argued Dr. Sharp, "don't sell themselves." Active campaigning and "vote propulsion" (influencing the authorities by the power of public demand) were needed to arouse action. A multiple screening project had to be organised in a trial area, and a full follow-up operation carried out. The project would cost many £ thousands, but when the trial proved its benefits the scheme would

merit widening to the whole country under the National Health Service.

Co-operation with Public Analysts

A STATEMENT has been issued by the Pharmaceutical Society expanding the brief announcement (*C. & D.*, March 12, p. 243) of the decision to explore possible co-operation between the Society and the Association of Public Analysts on matters of joint interest. The Society suggested to the Association that advances in pharmaceutical production were introducing problems of considerable complexity into analytical work, and that much pharmaceutical information could be given by the Society to assist in interpreting the analytical findings. The offer was welcomed by the Association and it was agreed that the best method of collecting the information relating to proposed standards would be for members of the Association of Public Analysts to be co-opted to the relevant committees of the Society. The offer of service by the Society to public analysts would be advertised in the Association's Bulletin. It was agreed to hold annual meetings to exchange information.

ADDENDUM to the PHARMACOPŒIA

New monographs and modifications

THE first addendum to the British Pharmacopœia 1963 was published in 1964. The present addendum, amending both the 1963 British Pharmacopœia and the 1964 addendum, becomes official on September 1. In addition to amending some existing monographs and appendices, the addendum contains seventy-two new monographs on drugs and preparations.

The new monographs include many references to synthetic drugs and their preparations. Amongst them are examples of the central-nervous-system stimulants; amitriptyline hydrochloride and nortriptyline hydrochloride; iminodibenzyl derivatives which do not inhibit monoamine oxidase; and the monoamine-oxidase inhibitors nialamide (a hydrazone derivative) and the non-hydrazone drug tranlycypromine.

Long-acting Sulphonamides

Two new sulphonamide preparations are sulphadimethoxine and sulphamethoxydiazine, examples of long-acting sulphonamides. The prolonged action of those drugs is due to the fact that they bind with plasma protein, causing a slowing in metabolic inactivation and their final excretion. Long-acting sulphonamides are now used extensively, and have in many cases replaced the use of those others with a shorter duration of action. Recently published reports indicate that they have no advantages over the short-action sulphonamides and there is, as yet, no indication that they are as safe.

Two new antihistamines are cypheptadine hydrochloride and triprolidine hydrochloride, the latter having a prolonged action (of about twelve hours).

Another new monograph of note is on chlordiazepoxide hydrochloride, a central-nervous-system depressant in extensive use in general practice as a tranquilliser. The compound is noteworthy for its anti-aggressive and sedative properties. Another central-nervous-system depressant, phenglutarimide hydrochloride, has atropine-like action in that it reduces spasm of voluntary muscle.

Viprynum embonate, an anthelmintic, is now officially recognised. The drug is used for single-dose treatment of threadworms, with results similar to those of piperazine. It has the disadvantage of having a slightly greater risk of nausea and vomiting, and of causing a red staining of

stools, which could alarm patients who had not been warned to expect that effect.

Sulphinpyrazone, a uricosuric agent, is another addition. It increases urinary urate excretion, thus reducing the plasma uric-acid level.

The antibiotics colistin sulphomethate sodium, colistin sulphate, erythromycin stearate, paromomycin sulphate and phenethicillin potassium are new additions. Colistin sulphate is used in *Pseudomonas pyocyanea* infections. Erythromycin stearate has a range of actions similar to that of penicillin, being highly active against Gram-positive organisms. Paromomycin is used for the treatment of amebiasis, salmonellosis and gastrointestinal infections. Phenethicillin potassium, a synthetic derivative of the penicillin nucleus 6-amino-penicillanic acid, is not inactivated by acid and so, like phenoxymethylpenicillin, is effective when orally administered. Phenethicillin potassium gives a higher peak concentration in the blood after oral administration than an equivalent dose of phenoxymethylpenicillin, but is less active against pneumococci, hæmolytic streptococci or gonococci. It is used against penicillin-sensitive organisms.

Antimalarials

Chlorproguanil hydrochloride, subject of another monograph, is, like proguanil hydrochloride of the British Pharmacopœia, 1963, effective in the treatment of malaria caused by *Plasmodium falciparum*. As it kills both the parasites in the red blood cells and the tissue forms, it is valuable for immediate treatment and as a causal prophylactic. The fact that chlorproguanil is more active and has a more prolonged action than proguanil prolongs the effect of rendering the gametocytes non-infective to the mosquito while the drug is present on the blood.

As both proguanil and chlorproguanil kill only the asexual forms of the parasites of *Plasmodium vivax*, but do not affect the tissue forms, there may be recurring attacks. Quinine, chloroquine and mepacrine have a more rapid action on the parasites within the red blood cells, and may be more effectively used in the treatment of acute malaria. The last three drugs may be used in alternation with chlorproguanil for the suppression of symptoms in order that strains of *Plasmodium* that become resistant to chlorproguanil are not transmitted. Prophylactic doses

over a period of six months reduce the chance of relapse caused by *P. vivax* infections in endemic areas.

A vaccine entitled diphtheria, tetanus and poliomyelitis vaccine is an addition to the range of immunological preparations. Another is tetanus and pertussis vaccine.

There are, of course, many amendments to existing monographs and analytical procedures. The valuable introduction states that "special attention has been given to the manner in which the potency requirements of those official antibiotics and their preparations which are assayed biologically should be expressed in these monographs."

A new style of expression that has been adopted applies both to the new monographs and to the relevant monographs in the British Pharmacopœia, 1963. It will prove of particular importance to analysts and manufacturers.

The title of dextran injection has been changed to dextran 150 injection and there are new monographs on

dextran 110 and dextran 40 injections. The figures represent the weight average molecular weights of the dextrans present in these plasma substitutes. A monograph on iron dextran injection, a complex of ferric hydroxide with dextrans of weight average molecular weight between 5,000 and 7,500, is also included.

Publication of the addendum serves to illustrate the advances that have been made in medical science and in analytical techniques since the publication of the British Pharmacopœia, 1963. Pharmacists, analysts and manufacturers will benefit from the vast amount of work that has been done in the compilation of this addendum.

Addendum 1966 to the British Pharmacopœia, 1963

Published for the GENERAL MEDICAL COUNCIL, 44 Hallam Street, London, W.1, by the *Pharmaceutical Press*, 17 Bloomsbury Square, London, W.C.1. 9 × 5½ in. Pp. xiii + 112. 45s.

Pharmaceutical Society of Ireland

MONTHLY MEETING OF COUNCIL

THE question of the number of hours which apprentices following the assistants' course should be required to work in pharmacies was discussed by the Council of the Pharmaceutical Society of Ireland at its monthly meeting in Dublin on March 8. The matter had arisen from a query by a member pharmacist seeking guidance on the minimum number of hours an apprentice should be required to work.

Need for Uniformity

MR. T. R. MILLER felt there should be some uniformity. At present an apprentice in one pharmacy might only be required to work a five-day week, while a colleague was expected to work six days. THE PRESIDENT (Mr. J. P. O'Donnell) said that, as matters stood, apprentices were required to spend three years in an approved pharmacy. The question, in terms of hours, had never been determined.

MR. M. F. WALSH thought the Council should try to establish how many hours, in terms of a year, an apprentice should spend learning his profession. That would result in a "better end-product" being turned out. MR. R. J. POWER considered that the hours worked by an apprentice must be related to the time spent by the pharmacist in control of the premises. As things were developing, there was a possibility that an apprentice might be required to work only four days a week. MR. F. LOUGHMAN also considered it advisable to have a specified number of hours laid down by the Council. If a pharmacist decided to open for only three or four hours a day, would an apprentice be complying with the present regulations?

MR. R. J. SEMPLE said the normal working week was forty to forty-two hours, but if, under a private arrangement, the apprentice was let off in the afternoons, he would not be working the required hours. The Council did not intend that, in practice, an apprentice should serve only three months instead of a year, through not working a full day or week. The matter would have to be properly defined. The matter would require investigation, said THE PRESIDENT.

MR. M. L. CASHMAN pointed out that the Council's function was to ensure that apprentices received an adequate training. They had no right to legislate between master and apprentice otherwise than in that context. They should ensure that a specified total of hours was worked.

A motion to refer the matter to the Practice of Pharmacy Committee, proposed by MR. CASHMAN and seconded by MR. MILLER, was passed.

MR. WALSH (chairman of the Practice of Pharmacy Committee) reported that the Committee hoped in the near future to submit a code of ethics to the Council for approval. The Committee was also preparing a brochure for

recruitment of leaving-certificate students to pharmacy and an economic survey on retail pharmacy.

THE PRESIDENT announced that the Dean of the College of Pharmacy (Professor R. F. Timoney) had been honoured by being nominated chairman, Dublin section, Royal Institute of Chemistry, and congratulated him on the Council's behalf. Professor Timoney, said the president, was the first pharmacist in the Republic to receive such a distinction, which reflected great credit not only on himself but on Irish pharmacy as a whole.

A letter from Mr. R. Buchanan (secretary, Disinfectant and Insecticide Manufacturers Association) assured the Council of its whole-hearted support for the Council in its efforts to secure distribution of animal medicines through pharmaceutical chemists. At the request of members, Mr. Buchanan had written to the Minister for Agriculture suggesting he should consult with the Animal Remedies Consultative Committee, on which the Association was represented, before introducing measures relating to animal medicines. The Minister's failure to do so on several occasions had resulted, the letter pointed out, in disruption of acceptable procedure and hardship to the farming community. "We hope our support will lend weight to any negotiations which you may have in the future."

Support for Society

THE REGISTRAR read a letter from Cooper McDougall & Robertson (Ireland), Ltd., assuring the Society of its support, because the company felt that registered chemists "should and must be allowed to sell veterinary products and medicines through their registered premises as heretofore." THE PRESIDENT said he was pleased to have received such encouraging letters, because the Council had felt on occasion that it was not receiving sufficient backing from other interested parties. It was good to think that other bodies were aware of the work being done by the Council.

On the motion of THE PRESIDENT, seconded by MR. CASHMAN, Mr. R. J. Power was unanimously re-elected as the Council's representative on the National Health Council until March 31, 1968. THE PRESIDENT said the organisation was one of the most important bodies of its kind in the country, and it was desirable that the Council should continue to be ably represented on it. Mr. Power had distinguished himself by his contributions, and had brought the value of pharmacists to the attention of representatives of related professions. Like his predecessor Mr. Costello, he was *persona grata* with the other members of the Health Council, and pharmacists could rest assured they were being well looked after. Returning thanks, MR. POWER assured the meeting that pharmacy would always be first from his point of view.

A cheque was received from MR. J. E. BURRELL (pre-

sident, Irish Pharmaceutical Association) in repayment of the loan "so generously made by the Society towards the holding of Pharmacy Week 1965." An accompanying letter said, "Please accept the sincere thanks of the Association and of myself at this further evidence of goodwill and interest shown by the Society in our activities. You will, I am sure, be interested to know that we have decided to drop the name of Pharmacy Week and instead call it the Irish Pharmaceutical Congress, particulars of which we shall be sending you in the near future." Mr. Burrell had also written expressing the sincere appreciation of the Association of the action taken and hospitality extended by the Society to Sir Hugh Linstead on the occasion of the recent symposium. He expressed the hope that the many instances of goodwill that had been extended to the Association since its formation augured well for the advancement of the pharmaceutical profession, "which is our common aim."

THE PRESIDENT said the two bodies would always work in close liaison.

Arising out of the Law Committee's report, it was decided to have proceedings instituted against a pharmacist for breach of the Barbiturate Regulations. THE PRESIDENT stressed that the regulations must be strictly observed. So-called "professional discretion" was merely an excuse to make a sale. The pharmacist who obliged a customer in that respect was not only breaking the law but might find himself involved in civil proceedings in Court and his professional liability policy would then be worthless.

The report of the Society's inspector on the counties of Dublin, Meath, Westmeath, Louth, Cavan, Monaghan, Leitrim and Longford was received and the president congratulated Mr. Cummins on his excellent work. He deplored the fact that provincial newspapers were not giving publicity to proceedings in local courts, and said that the publicity involved had greater deterrent effect than the actual fines imposed.

Negotiations on White Paper

MR. CASHMAN reported that, since the previous meeting, negotiations had taken place with officials of the Department of Health in regard to the proposed White Paper. A deputation representing the Council and the Irish Drug Association had been accompanied by Mr. Lovesy, an economics expert. Discussions on basic matters had ranged over a wide field and further consultations would be taking place. MR. V. G. McELWEE congratulated the deputation on the progress made to date. For the first time, said MR. POWER, community pharmacists were being given the opportunity of being the sole compounders of medicines in the country.

Mr. Cashman said they were negotiating on the assumption that there would be 900,000 patients to be catered for. He thought the earliest they could hope to have a scheme ready would be at the end of 1967. He did not consider there was any urgency as great thought and consideration should be given to the discussions. Nor had negotiations between the Department and the medical profession yet been completed.

THE PRESIDENT said that no heavier responsibility had ever been placed on representatives negotiating on behalf of the Council than at present. "I am conscious of the heavy responsibility placed on me as president, but I am satisfied that we can have complete confidence in the four negotiating members Messrs. Cashman, Miller, Power and Boles." At present they were merely agreeing on a basis for negotiation, after which a vast amount of detail would have to be attended to.

MR. R. J. POWER reported that a meeting of the Joint Veterinary Committee, representing the Council and the Irish Drug Association, had agreed to forward to *An Foras Taluntais* (the Agricultural Institute) a memorandum in relation to a proposed mastitis control scheme. It had been agreed to contact Mr. Nagle (chief veterinarian in charge of a pilot mastitis scheme) in co. Cork, concern-

ing difficulties he had experienced in implementing a scheme in an area in which pharmacists had been excluded. They had also written to the Department of Agriculture asking for details of proposed schemes and were awaiting a reply. The question of co-operating with local agricultural advisers in hygiene control had also been considered, and it had been pointed out that pharmacists would be prepared to advise farmers on the use of antibiotics, disinfectants and the carrying out of normal routine work in any scheme introduced by the Department. The Joint Committee had also submitted memoranda to the National Farmers' and Creamery Milk Suppliers' Associations. Mr. Power felt that pharmacy was alive to what was happening on the agricultural front. He could not visualise any scheme now being introduced of which they would not be aware.

Veterinary Diagnostic Service

THE PRESIDENT congratulated the Joint Veterinary Committee on its "positive" activities. MR. McELWEE asked if it would be possible for pharmacists to provide a diagnostic service, and MR. POWER replied that the possibility had been examined. The difficulty lay in the economics of such a venture. It was estimated that the cost of equipping each pharmacy to participate would be about £300. The work would involve identifying organisms, estimating the sensitivity of the organism to a range of drugs, and finding out what drug would be most effective. MR. McELWEE said that, at a meeting of Donegal pharmacists, it had been suggested that individual pharmacists should not have any difficulty in subscribing to a diagnostic service.

MR. MILLER: "You would suggest one central dépôt staffed by pharmacists?"

MR. McELWEE: "If it could be run on a co-operative basis."

MR. POWER agreed that that aspect should be examined and suggested that the Donegal Pharmacists' Association should submit a detailed memorandum on it to the Joint Committee. MR. McELWEE suggested that they should prepare a similar memorandum for a possible worm eradication scheme. All suggestions and comments from pharmacists in rural areas would be welcomed by the Joint Committee, said MR. POWER. They would like to see the difficulties and problems through the eyes of rural pharmacists.

THE PRESIDENT added that since the previous meeting they had received an assurance in the Senate from the Parliamentary Secretary to the Minister for Agriculture that the *status quo* of pharmacists would be maintained under the new Diseases of Animals Bill. Farmers would be able to obtain antibiotics, sera and vaccines from local pharmacies as before. The statement had allayed much apprehension in pharmaceutical circles.

THE REGISTRAR reported that the Minister for Education had recently received a deputation comprising the president, vice-president, Messrs. Miller, Corrigan, Kennelly, Professor Timoney and himself. They had reviewed the position relating to pharmaceutical education and explained why it had been decided to introduce a degree course, pointing out that a university degree in pharmacy was now being awarded in most countries. Professor Timoney had spoken from his first-hand knowledge of centres in Great Britain and Western Germany, pointing out that, from slender resources, the Society was trying to provide a standard of education that was accepted as normal in almost every other country. The deputation had also outlined the statutory functions of the Society, and pointed out that a separate organisation was looking after the commercial interests of pharmacists. The difficulty of trying to operate on a bank overdraft had also been stressed, and it had been explained that any proposal to raise retention fees, as a means of easing the position, would be vigorously resisted by pharmacists. The Minister had explained his difficulties in assisting the Society because of the limited resources at his command, and had promised to make every effort to ease the Society's present difficulties. THE PRESI-

THE PRESIDENT said that the Minister had received them graciously and he had written personally to thank the Minister. MR. MILLER added his impression that the Minister had been anxious to resolve their difficulties if he could provide the resources. MR. T. B. O'SULLIVAN congratulated the delegation on their able presentation of the Society's case.

THE PRESIDENT extended best wishes to Miss Margaret M. Coleman, M.P.S.I., who had taken up work as a lay missionary at the Holy Rosary hospital, Emekuku, Owerri, Eastern Nigeria. He said that in December 1965 another lady member had left for lay missionary work in South America. Both ladies were giving their professional services as pharmacists without payment.

MR. WALSH reported that the Practice of Pharmacy Committee had received a set of thirty-six slides and a slide talk entitled "The Pharmacist as Health Educator," from Messrs. J. F. O'Grady and J. Fitzgibbon, on behalf of E. R. Squibb & Sons, Ltd. The slides and talk, produced by the American Pharmaceutical Association, were interesting and stimulating. The thanks of the Council were conveyed to the donors by the president, Mr. Walsh adding thanks on behalf of the Practice of Pharmacy Committee.

The following were nominated for membership:—Helen McDonnell, L.P.S.I., Athgarvan Road, Newbridge, co. Kildare; Patrick G. Flynn, L.P.S.I., Lenaboy, Ardarae, Ballina, co. Mayo; James Grehan, L.P.S.I., 6 Keon's Terrace, Longford; Patrick Stenson, L.P.S.I., 110 Zudford Road, Ballinteer Road, Dundrum, Dublin, 14; Catherine O'Flynn, L.P.S.I., St. Gerards, Rowan Park, Blackrock, co. Dublin; John N. O'Donnell, L.P.S.I., Hillside House, 138 Upper Drumcondra Road, Dublin, 9; Thomas E. Hardy, L.P.S.I., Harbour Street, Mullingar, co. Westmeath.

Thomas Meaney, 6 Winton Avenue, Rathgar, Dublin, 6, was nominated for associate membership.

The following changes of address were noted:—Mrs. Mary H. Broderick, L.P.S.I., to Seatown West, Swords, co. Dublin; Miss Margaret M. Coleman, M.P.S.I., to Holy Rosary Hospital,

Emekuku, Owerri, Eastern Nigeria; Miss Ellen F. Killian, L.P.S.I., to 7 Elton Park, Dunlaoghaire, co. Dublin; Patrick Stenson, L.P.S.I., to 110 Zudford Road, Ballinteer Road, Dundrum, Dublin, 14; Edward B. McHugh, M.P.S.I., to St. Brendan's, 39 Percy Place, Ballsbridge, Dublin, 4; Gerard C. Morrison, M.P.S.I., to 24 Summerhill, Nenagh, co. Tipperary; Patrick Cronin, L.P.S.I., to 19 Grey Gates, Blackrock, co. Dublin; Thomas F. Redmond, M.P.S.I., to 178 Lower Rathmines Road, Dublin, 6; Patrick M. Quinn, M.P.S.I., to Abbey Street, Roscrea, co. Tipperary; Patrick J. McGrath to 43 St. Mary's Street, Dungarvan, co. Waterford; Miss Margaret Morrissey to Abbey House, Cahir, co. Tipperary; Thomas P. Walker to The Chimes, Wilton Road, Cork; Michael J. Cullen, L.P.S.I., to Henry Street, Limerick.

The following were elected to membership:—Irene R. Manley, L.P.S.I., Ballybay, co. Monaghan; Dymphna O'Donnell, L.P.S.I., Moville, Lifford, co. Donegal; Thomas McGuinn, L.P.S.I., Cashel, Curry, Ballymote, co. Sligo; Aidan Murphy, L.P.S.I., New Street, Bantry, co. Cork; Thomas Farmer, L.P.S.I., Lios-Mor, Oaklands, Salthill, Galway; John Williams, L.P.S.I., Circular Road, Kilkee, co. Clare.

Mary H. Broderick (née Daly), L.P.S.I., was granted change of name in the Register, she having submitted her marriage certificate.

Restored to the Register of Pharmaceutical Chemists were Kathleen C. Kiely (née Cronin) and Thomas E. Hardy.

Thomas B. Kennedy was restored to the Register of Assistants to Pharmaceutical Chemists.

Johanna McCarthy, New Street, Bantry, co. Cork, and Jennifer Susan Brew, 37 Rannock Drive, Lakeside, Cardiff, were granted registration in the Pharmaceutical Assistants' Preliminary Register.

THE REGISTRAR reported the death of Richard Hamilton, M.P.S.I.

Members present were Messrs. M. L. Cashman; T. R. Miller; W. E. Boles; H. P. Corrigan; and C. J. Cremen; Miss L. Cunniffe; Messrs. F. Loughman; V. G. McElwec; J. B. Murphy; T. B. O'Sullivan; M. Power; R. J. Power; R. J. Semple; and M. F. Walsh.

A number of grants were passed at a meeting of the Benevolent Fund Committee that followed.

NEW BOOKS

Drawings of British Plants Part XXII

STELLA ROSS-CRAIG, *G. Bell & Sons, Ltd.*, York House, Portugal Street, London, W.C.2. 9½ × 6½ in. Plates 39 + index. 11s. 6d.

LATEST volume in the series of drawings by Miss Ross-Craig, the newly published part 22 is concerned with some of the plants in the Natural Order Scrophulariaceae. Of pharmacognostic concern are the plates on various species of *Linaria* and *Verbascum* and one on *Digitalis purpurea*.

In Search of the Magic Bullet

ERNST BAUMLER, *Thames & Hudson*, 30 Bloomsbury Street, London, W.C.1. 8 × 5 in. Pp. 192. 28s.

SUBTITLED on its colourful jacket "Great adventure in modern drug research," the book recounts Ehrlich's dream of the "magic bullet"—a cure for all diseases—and the researches in chemotherapy that followed the first concrete promise, in Salvarsan, that his dream might be realisable. It retells the story of penicillin, supplements it with the "victory march" of the antibiotics, chapters on adrenaline, insulin, streptokinase, antipyrine, tranquillisers, viruses. It appears to reflect admirably the pharmaceutical research interests of Farbwerke Hoechst, A.G., and its predecessors.

Calendar of the Pharmaceutical Society of Great Britain, 1966

Pharmaceutical Press, 17 Bloomsbury Square, London, W.C.1. 8½ × 5½ in. Pp. 112. 10s.

UNLIKE previous editions, the 1966 Calendar does not include the full texts of the Statutes and Regulations affecting the practice of pharmacy, although it does include a list of those Statutes and Regulations. The new edition provides a complete reference to the officers, administration and activities of the Society. Details are included of entrance and examination regulations, scholarships, prizes and research awards. A section is devoted to the Society's "Statement upon matters of professional conduct." The new paper back, a departure from the cloth board of previous editions, is attractively printed in colour, and carries an illustration, from an artist's drawing, of No. 17, destined to be the Society's headquarters for but a few more years.

Analytical Microscopy

T. E. WALLIS, D.S.C., F.R.I.C., F.P.S. J. & A. Churchill, Ltd., 104 Gloucester Place, London, W.1. 8¼ × 5¼ in. Pp. 220 + index. 36s.

THIRD edition of a work that was first published over forty years ago, the book has brought up to date the information contained in the second edition, published in 1957. Principally for the pharmacist, the public analyst and the analyst in consulting practice, the book deals with problems that cannot be entirely solved by chemical means, but which also require the use of a microscope to detect the morphological characteristics and complete the identification. Many of the materials frequently involved in such an examination are illustrated.

RECENT RESEARCH

SPRAY DRYING IN GLASS

A PHARMACEUTICAL spray drier made of borosilicate glass which, in addition to its low cost, allows complete and continuous observation of the drying process has been developed by Dr. J. D. Topham (Portsmouth College of Technology) (*J. pharm. Sciences*, 1966, I. 203). Dr. Topham points out that currently used spray driers made of metal are unsatisfactory when substances sensitive to oxidation are to be dried. Using glass instead of metal, his apparatus has been used to dry streptomycin with no loss of activity or oxidative discolouration. The glass spray drier is also adaptable to the production of sterile powders. All connecting tubing, the atomiser device, and the drier itself were sterilised, and sterile filters were placed at each air inlet. Nutrient broth was spray dried in the sterile apparatus, collected in sterile containers, and mixed with sterile water. Following incubation, growth was noted in only one container. The contamination apparently occurred during addition of the sterile water. The normal operating temperature of the apparatus as used by the author was 160° C. The rate of drying is one litre per hour for concentrated solutions.

Correspondence

Letters when received must bear the name and address of the sender, not necessarily for publication. The Editor does not hold himself responsible for the views expressed.

Labelling a Plastic Pack

SIR,—As manufacturers of the new retail pack of Panadeine co. tablets, we would like to help retail pharmacists such as Mr. Bernard Holmes (see *C. & D.*, February 26, p. 200). who may experience difficulty when labelling this plastic pack. Mr. Holmes states that "the ordinary gummed label will not stick to it." In fairness we think he should have added, "permanently." Labelling is, of course, no new problem for pharmacists, either when dispensing or when selling Part I poisons. Older pharmacists will remember using a touch of friars' balsam to "size" glazed surfaces before affixing a label; in more recent times a small strip of transparent adhesive tape has been the stand-by. But we would agree that, for the convenience of the pharmacist recommending Panadeine co. tablets, it is preferable (and sound business) if the pack can be address-labelled in as permanent and as elegant a fashion as possible. Fortunately plastic and other highly glazed packs, now increasingly popular, can be efficiently addressed in several ways:

1. By using printed Sellotape strip (it may be purchased at a price comparable with the plain variety);
2. By using self-adhesive printed labels such as those manufactured by Thomas Waide & Sons, Ltd., Leeds;
3. By affixing plain Presson labels addressed with a rubber stamp;
4. By imprinting with a small rubber stamp the address in the space provided on the underside of Panadeine co. retail pack.

We would be glad to supply details of the manufacturers of the materials mentioned to any pharmacist who inquires from our representative or from our address given below.

F. W. CATLEY, *Pharmacy service controller*,
BAYER PRODUCTS CO.,
Winthrop House, Surbiton, Surrey

Forgotten Pharmacists

SIR,—Today there are amongst us colleagues (particularly those in middle age) who have not had a holiday for years. Further it is often found that this is due to the fact that, with family and education responsibilities coupled with other expenses, a locum cannot be afforded, let alone the expense of going away. I would make a plea for those colleagues and their wives. They have small businesses, have provided a service over the years—too old to move out, not big enough to sell. I know it is easy to say that such businesses are economically viable, but we are professional people and I hope with some "milk of human kindness." Are there any retired pharmacists who could act as Good Samaritans in some of these cases? Could the Society have a fund? Could the wealthy drug firms contribute to such a fund? I know the numbers of these people may not be

large, but that does not mean they should not be forgotten.

MERVYN MADGE,
Plymouth.

Prize-winners

SIR,—Our dispenser, Mr. J. H. Smiley, was fortunate enough to win a first prize (a ciné camera valued at

TWO PRIZES FOR NORTHERN IRELAND: At an informal reception in Belfast's Grand Central hotel recently, when Anne Neill ("Miss Ireland") presented two prizes won by Northern Irish chemists in recently held Gillette Right Guard display competition. In the group are, at rear, Messrs. Reddick (senior Gillette area representative), J. Smiley (the first prize-winner), Agnew (a guest); Roy Verner (Gillette); and W. J. W. Crawford, who won a second prize; in the front are Mrs. Reddick, Anne Neil ("Miss Ireland") and Mrs. Verner.



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BRANCH EVENTS

NORTHAMPTON

Trials of a Top-flight Driver

GUEST speaker at the annual informal dinner of the Northampton Branch of the Pharmaceutical Society in Northampton held recently was Mr. J. GOTT (chief constable of Northamptonshire). Over seventy members and friends heard him give an account of the trials that can be encountered by a top-flight driver in international rallying, in which for many years he had taken a prominent part. A vote of thanks was proposed by Mr. L. FLATERS. The Branch chairman (Mrs. M. D. Bailey) presided.

READING

Silver Plate for the [Town] Council

UNUSUAL feature of the annual dinner and dance of the Reading Branch of the Pharmaceutical Society on March 2 was the presentation to the town clerk, for passing on to the Corporation, of a silver rose bowl inscribed "Gift of Jean Livingstone, chairman Reading pharmacists 1966." It was a gift combining meritorious craftsmanship and style, reflecting the Miss Livingstone's charm, dignity and proficiency in her office, but made possible through the generosity of Mr. and Mrs. H. Williams. Acknowledging it the town clerk (Mr. Darlow) said it was the thirty-sixth item in the civic collection initiated by the chamber of trade in 1961. It was hoped that the collection would be appropriately displayed in the new town hall, when that came to be built. Guests at the dinner were received by Miss Livingstone, who later gave them a collective welcome, mentioning that among them were the Clerks to the Reading and Berkshire Executive Councils, the

£70) in the recent Gillette Right Guard competition for retailers. The picture below is of a group taken when he received his award.

R. V. CAMPBELL,
1 Belfast Road,
Bangor, co. Down

New Angle

SIR.—One of my wholesalers has just invoiced me with:

1 x 100 Saxinal Sulphatyzol tabs.
This is quite a mixture of the familiar!
D. O. GLYNNE JONES,
Llangollen, North Wales

medical officer of health for Reading and other members of the medical profession, the chairman of the Oxford Branch of the Pharmaceutical Society, and others. The toast, "The Reading Branch" was proposed by Mr. N. Francis (for thirty-four years a member of the staff of the school of pharmacy, Portsmouth Technical College) who recalled that Miss Livingstone ("Jean"), while a student in the department, had been a member of its athletic team on the single occasion when it had won for the college the women's sports shield. He brought greetings from another old Pompey student: the president of the Society. Response to the toast was made by Mrs. Nora Williams (chairman 1962-63), who said that the Branch area covered 2,000 square miles. In its forty-one years of existence it had drawn its chairmen from all spheres within the profession.

N.H.S. STATISTICS

In BRADFORD during December 1965 contractors dispensed 159,327 prescriptions (103,071 forms). Total cost was £80,822 or 121.74d. per prescription.

In ENGLAND during November 1965, 19,357,773 prescriptions (12,747,828 forms) were dispensed. Total cost was £10,091,369 an average of 125.11d. per prescription.

In HUDDERSFIELD 56,091 prescriptions (36,957 forms) were dispensed during November 1965, at a total cost of £31,443. Average total cost per prescription 134.54d.

Contractors in IPSWICH during December 1965 dispensed 53,941 prescriptions (34,902 forms) at a total cost of £32,300. Average cost per prescription 143.71d.

MANUFACTURERS' ACTIVITIES

Company's Story.—"Bowring Building," published recently, tells the story of C. T. Bowring & Co., Ltd., and their new headquarters on Tower Hill, London, to which they moved earlier this year (see *C. & D.*, January 22, p. 86).

Shareout to Employees.—A record £1,560,000 was distributed recently to the 11,800 employees of Kodak, Ltd., as wage dividend for 1965. The dividend is equal to £3 15s. for each £100 of employees' eligible earnings over the calendar years 1961-65.

Sponsored Skating Championships.—Presented by the International Professional Skating Association and sponsored by Horlicks, Ltd., the 1966 world and British ice skating championships are being staged at Wembley Pool on May 20. Trophies are being presented by Field Marshal Viscount Montgomery.

Irish Scholarship Winner.—Irish nurse Miss Vera O'Reilly, winner of the Irish Glaxo scholarship to the Midwife Teachers' Training College, High Coombe, Surrey, visited the Greenford, Middlesex, headquarters of Glaxo Laboratories, Ltd., on March 4. Miss O'Reilly, a ward sister at the National Maternity Hospital, Holles Street, Dublin, was one of five Irish nurses who entered for the examination which was arranged in association with *An Bord Altranais*.

Wholesalers at Television Studios.—London wholesalers were invited to the Wembley studios of Rediffusion television on February 21 to be told of a television campaign to be mounted by Ronson Products, Ltd., for their electric shavers and hair dryers. Guests had a preview of commercials that are being

FIRST-AIDERS UNDER TEST: A scene during the judging of a Hampshire first-aid competition for the Lilly trophy (awarded annually by Eli Lilly & Co., Ltd., Basingstoke, Hants). Fourteen teams competed. Simulated injuries following "a savage conflict between a householder and a burglar" included a chest wound, dislocated elbow, broken nose and fractured right hand.



screened region by region commencing with London, March 10-27. A film "The Big Design," telling the story of Ronson Products, Ltd., had its *première*, and details of a competition for wholesalers' representatives were announced.

Symposium in Bulgaria.—Ferro Metal and Chemical Corp., Ltd., Vernon Place, Southampton Row, London, W.C.1, in conjunction with the pharmaceutical division of Imperial Chemical Industries, Ltd., and Beecham Research Laboratories, gave a symposium and cocktail party in Sofia, Bulgaria, on February 10. The symposium was well attended by leading doctors and professors of Bulgaria, and it was also

attended by the Bulgarian Vice-Minister of Health, as well as the deputy chairman of the Bulgarian State Committee for Science and Technical Progress (Mr. Videnov) and the British Ambassador.

To Exhibit in Germany.—Albro Fillers and Engineering Co., Ltd., Wharf Road, Ponders End, Middlesex, are taking part in the Interpack Exhibition in Dusseldorf, West Germany, May 12-18. The exhibit is of ten machines representative of the Albro range for filling and closing and technical staff will be available to advise. It is planned to show the new Albro 10-chuck screw-capping machine, which can also be designed for lidding.

AGRICULTURAL CHEMICALS

More approved products

THE Agricultural Departments of the United Kingdom announce that the following additional products have been approved under the Agricultural Chemicals Approval Scheme:—

Insecticides

TETRADIFON WITH MALATHION for the control of red spider on glasshouse crops. **SMOKE FORMULATIONS:** Tedian V-18 Smoke Generators Extra (Mi-Dox, Ltd.).

Fungicides

CAPTAN WETTABLE POWDERS: Boots captan dispersible powder (Boots Pure Drug Co., Ltd.); Bulpron (Baywood Chemicals, Ltd.).

DICHLORFLUANID for the control of botrytis on strawberries. **WETTABLE POWDERS:** Elvaron (Baywood Chemicals, Ltd.).

MANCOZEB WETTABLE POWDERS: Dithane 945 (J. W. Chafer & Co., Ltd.).

Herbicides

AMETRYNE: a foliar and soil acting weedkiller for the control of annual weeds in potatoes. **WETTABLE POWDERS:** Gcsapax (Fisons Pest Control, Ltd.).

DICHLORPROP POTASSIUM SALT FORMULATIONS: Murphy 2,4-DP (Murphy Chemical Company, Ltd.).

DICHLORPROP WITH MCPA: POTASSIUM AND SODIUM SALT FORMULATIONS: Farm Chemicals MCPA + 2,4-DP (Farm Chemicals, Ltd.); Stantox plus (S.D.C. Pesticides, Ltd.).

DIMEXAN WITH CHLORBUFAM (BiPC) and CYCLURON (OMU): For pre-emergence weed control in sugar beet. Has contact action on emerged weeds with some residual action. **LIQUID FORMULATIONS:** Trixabon (F. Bos, Ltd.).

IOXYNIL WITH MECOPROP: POTASSIUM SALT FORMULATIONS: "Actril" C (May & Baker, Ltd.).

BENAZOLIN (4-chloro-2-oxobenzothiazolin-3-ylace-

tic acid) with 2,4-DB and MCPA. A translocated weedkiller for the control of many broad-leaved annual and perennial weeds, including chickweed and cleavers in under-sown cereals. For post-emergence use in cereals (including undersown) and direct sown grass/clover mixtures in the year of drilling. **POTASSIUM AND SODIUM SALT FORMULATIONS:** Legumex extra (Fisons Pest Control, Ltd.). Ley Cornox (Boots Pure Drug Co., Ltd.).

6 - CYCLOHEXYL - 2,3,4,5,6,7 - HEXAHYDRO - 5,7-DIOXO-4,6-DIAZAINdene. A soil acting weedkiller for the control of annual weeds in sugar beet. **WETTABLE POWDERS:** Du Pont VENZAR lenacil weedkiller (Baywood Chemicals, Ltd.), Du Pont VENZAR lenacil weedkiller (Fisons Pest Control, Ltd.), Du Pont VENZAR lenacil weedkiller (Pan Britannica Industries, Ltd.).

2,4-D AMINE SALT FORMULATIONS: Dioweed 50 (J. D. Campbell & Sons, Ltd.), Farm Chemicals 2,4-D (50 A) (Farm Chemicals, Ltd.).

DALAPON SODIUM SALT FORMULATIONS: Farm Chemicals dalapon (Farm Chemicals, Ltd.).

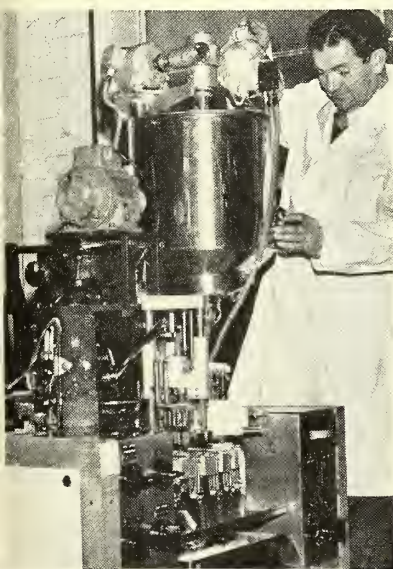
2,4-DB POTASSIUM AND SODIUM SALT FORMULATIONS: Farm Chemicals 2,4-DB (Farm Chemicals, Ltd.).

2,4-DB WITH MCPA: POTASSIUM AND SODIUM SALT FORMULATIONS: Farm Chemicals 2,4-DB extra (Farm Chemicals, Ltd.), Lomnitox (Baywood Chemicals, Ltd.).

DICHLORPROP POTASSIUM SALT FORMULATIONS: Farm Chemicals 2,4-DP (Farm Chemicals, Ltd.).

MCPA POTASSIUM AND SODIUM SALT FORMULATIONS: Arnox MCPA (Holmes, Mullin & Dunn, Ltd.).

MCPB WITH MCPA POTASSIUM AND SODIUM SALT FORMULATIONS: Farm Chemicals MCPB plus MCPA (Farm Chemicals, Ltd.).



INCREASED MECHANISATION: As part of a programme of increased mechanisation to meet new demand, Arthur H. Cox & Co., Ltd., Brighton, have installed the Italian Crespi high-speed suppository machine illustrated. One of less than six in the United Kingdom, the machine has a top output of 6,000 suppositories an hour with two-operator control, against the fastest manual output of 2,500 a day. The moulds are cooled with refrigerated water.

TRADE REPORT

The prices given are those obtained by importers, or manufacturers for bulk quantities or original packages. Various charges have to be added whereby values are in many instances augmented before wholesale dealers receive the goods into stock. Crude drugs and essential oils vary greatly in quality and higher prices are charged for selected qualities.

LONDON, MARCH 16: Price movements during the week were about equally divided between ups and downs.

Kobé AGAR, supplies of which have been getting tighter, jumped by 1s. 9d. per lb. for shipment while spot holders increased their quotations by 2s. 6d. Stocks of IPECACUANHA continued scarce and Costa Rican, if available, would be worth 75s. per lb. on the spot. Brazilian JALAP being near the end of the crop was one penny per lb. dearer. TURMERIC was marked up by 5s. cwt. and SENEGA by 1s. 6d. lb. PERU BALSAM was again sixpence lb. easier and CHERRY BARK offers were down one penny. Chinese MENTHOL was down sixpence lb. while the Brazilian variety fell by 2s. QUILLAI was again firmer spot holders following a shipment rise of 5s. cwt. Continental VALERIAN at 450s. cwt. was more than double the rate operating a year ago.

In ESSENTIAL OILS, Chinese ANISE was slightly easier. Ceylon CITRONELLA was three-halfpence per lb. lower in both positions; spot holders of the Formosan variety also reduced their offers although origin increased their quotations to a level which showed a premium of threepence lb. over spot. A reduction of sixpence lb. was made in Chinese and Brazilian PEPPERMINT oils.

Following the reduction in the price of the metal, MERCURIAL prices were adjusted downwards.

Pharmaceutical Chemicals

Where material is of foreign origin prices given below may be subject to import surcharge.

ACETIC ACID.—Per ton in bulk: B.P.C., glacial £80 to £84; 98–100 per cent., £76 to £80. Technical 80 per cent. grades: Pure £70 to £74; technical, £64 to £68. Small lots B.P.C., 5-gall. demijohn 16s. per gall.; 10 demijohns, 11s. per gall.

ACETYSALICYLIC ACID. — One-ton lots 4s. 0½d. per lb.; 5-cwt., 4s. 5d.; 1-cwt., 4s. 8d.

p-AMINOSALICYLIC ACID. — SODIUM. 17s. 6d. per kilo for 1,000-kilo lots.

BENZOIC ACID.—One cwt., 2s. 10d. per lb.; SODIUM SALT, 2s. 7d. per lb.

BORAX.—B.P. grade, 1 ton and upwards: Granular, £54 10s.; crystals, £58; powder, £59; extra fine powder, £60 per ton, all in hessian sacks. Less £1 for paper bags. Commercial from £44 10s. to £51 per ton as to type and packing. Anhydrous borax is £64 1s. 6d. in paper bags, including import surcharge; carriage paid in Great Britain. Surcharge for small quantities: Less than 1 ton but not less than 10 cwt., 2s. per cwt.; 5 to 9 cwt., 4s.; 1 to 4 cwt., 8s.

BORIC ACID.—B.P. grade in 1-ton and upwards (per ton): Granular, £84; crystals, £97; powder, £90 10s.; extra-fine powder, £92 10s. per ton in lined hessian bags, carriage paid in Great Britain. Less £1 per ton if supplied in paper bags. Technical from £70 to £80 10s. per ton according to type and packing.

CITRIC ACID.—Domestic powder in bags, per cwt. 1–4-cwt. lots, 214s.; 5–19 cwt., 212s.; 1 ton, 208s. Crystals plus 10s. cwt. ANHYDROUS powder and granular plus 10 per cent.

FUMARIC ACID. — Food grade in 5-cwt. lots is 227s. to 234s. per cwt.

GALLIC ACID.—B.P., 12s. 3d. per lb. for 1-cwt. lots; 5-cwt., 12s.

GLYCEROPHOSPHATES. — Per kilo in 50-kilo lots: CALCIUM, B.P.C., 28s. 2d.; IRON, 33s. 7d.; MANGANESE, N.F.X., 49s. 7d.; POTASSIUM, 50 per cent., B.P.C., 8s. 6d.; SODIUM, 50 per cent., B.P.C., 5s. 11d. and powder, B.P.C. 1949, 18s. 8d.; GLYCEROPHOSPHORIC ACID, 20 per cent., 10s. 8d.

HISTAMINE. — The ACID PHOSPHATE is £200 per kilo.

HYDROCHLORIC ACID.—B.P., from 28s. to 35s. per cwt. in carboys, ex works.

HYDROCYANIC ACID.—Dilute B.P.C. 1964, from 4s. 6d. to 5s. 5d. per kilo, as to quantity; Scheeles from 5s. 6d. to 6s. 3d.

HYDROGEN PEROXIDE.—For 27.5 per cent. by weight, £115 per ton; 35 per cent., £138.

HYDROQUINONE.—One-cwt. lots, 10s. per lb.; 1-ton, 8s. 6d.

HYOSCINE HYDROBROMIDE. — Per kilo, 3,418s. 10d.; METHYL BROMIDE, 3,589s. 9d.

HYOSCYAMINE SULPHATE. — Per kilo, 1,400s.

HYPOPHOSPHOROUS ACID. — B.P.C., 1959, 15s. 5d. per kilo; 50 per cent., 19s. 3d.

HYPOPHOSPHITES.—Per kilo:—

Quantity	1 kilo	12.5 kilos	50 kilos
	s. d.	s. d.	s. d.
CALCIUM, B.P.C. ...	17 2	16 1	15 1
IRON, B.P.C. ...	34 10	33 7	32 5
MAGNESIUM ...	29 3	28 2	27 2
MANGANESE, B.P.C.	35 3	33 11	32 9
POTASSIUM, B.P.C.	23 1	22 5	21 4
SODIUM, B.P.C. ...	19 2	18 1	17 1

IODIDES. — (Per kilo). POTASSIUM, 21s. 6d. (for 50-kilo lots). SODIUM, 28s. 6d. (for 25-kilo lots). AMMONIUM, 46s. 6d.

IODINE.—Resublimed in less than 50-kilo lots, 30s. 6d. per kilo; 50 kilos and over, 29s. 9d. Minimum delivered rates for CRUDE is 18s. 7d. per kilo.

IODOFORM.—Powder (per kilo), 55s. 3d. in 50-kilo lots; less than 50-kilos, 56s. 9d. Crystals are 6s. 6d. per kilo more.

IRON SALTS.—AMMONIUM CITRATE, 250-kilos, 9s. 4d. kilo; CARBONATE (SACCHARATED), B.P.C., 1949, 28-lb., 3s. 3d. lb.; 1-cwt., 3s. lb. CHLORIDE, B.P.C., 1949, 3s. 1d. per kilo; GLUCONATE, B.P.C., 4s. 9d. per lb. in 1-cwt. lots; OXIDE RED PRECIPITATED, B.P.C., 1949, 25 kilos, 6s. 3d. per kilo; PHOSPHATE, B.P.C., 7s. 2d. per kilo; — QUININE CITRATE, 6s. per oz. in 100-oz. tin, nominal; SUBCARBONATE, 100-kilos, 6s. 0½d. per kilo; SULPHATE, B.P., crystals 1-cwt., 70s. per cwt.; 5-cwt. 65s. per cwt.; granular, 2s. 6d. per cwt. extra; exsiccated, 1-cwt., 126s., 5-cwt., 121s. per cwt.

ISOPRENALINE SULPHATE. — 5-kilos, 380s. per kilo.

KAOLIN. — Light, 500 kilos, 1s. 2d. per kilo and 1,000 kilos, 1s. 1½d.

LACTATES. — CALCIUM, B.P., 270s. per cwt. in 5-cwt. lots and 280s. for 1-cwt. per lb.

LACTIC ACID. — B.P. 4s. 7d. per lb. for 12-winchester lots and 4s. 2d. for 5-cwt. lots. Edible, 80 per cent. acid, £270 per ton for under 1-ton lots; 12-winchesters, 2s. 9d. per lb.

LACTOSE. — B.P. in 1-ton lots packed in 1-cwt. paper-lined sacks, £129 10s. per ton delivered in the United Kingdom.

LEAD ACETATE.—B.P. crystals, 4s. 5d. per kilo.

MAGNESIUM CARBONATE.—One-ton lots: LIGHT, 129s.; HEAVY, 148s. per cwt.

MAGNESIUM CHLORIDE.—Crystals in 50-kilo kegs, 5s. 6d. per kilo.

MAGNESIUM HYDROXIDE.—B.P.C., 1-cwt. lots, 3s. 11d. per lb.; 1-ton 3s. 6d. per lb.

MAGNESIUM OXIDE, B.P.—LIGHT, 1-cwt. lots, 3s. 10d. per lb., 1-ton, 3s. 7d.; HEAVY, 5s. 10d. per lb.

MAGNESIUM PEROXIDE.—B.P.C. (15 per cent.), 3s. 11d. per lb. for 1-cwt. lots.

MAGNESIUM PHOSPHATE: DIHYDROGEN, 50-kilo lots, in kegs, 8s. 9d. kilo.

MAGNESIUM SULPHATE. — B.P. in minimum 1-ton lots from £21 to £25 per ton. Exsiccated, £61 per ton.

MAGNESIUM TRISILICATE. — (Per lb.). Under 5-cwt. lots, 4s. 1d.; 1-ton, 3s. 4d.

MANDELIC ACID.—One-cwt. lots, 12s. 6d. per lb. CALCIUM SALT, also 12s. 6d. SODIUM MANDELATE, 13s. and AMMONIUM MANDELATE 50 per cent. solution, 7s. 6d.

MERCURIOCHROME. — 250-gm. lots are 147s. per kilo; 1-kilo, 127s.

MERCURY DERIVATIVES.—Rates (per kilo) for under 50-kilo lots—AMMONIATED MERCURY, B.P., powder, 124s.; PERCHLORIDE, B.P.C., powder, 106s.; SUBCHLORIDE (calomel), B.P.C., 123s.; OXIDES, yellow, B.P.C., 128s., red B.P.C., 1949, 133s.; IODIDE, B.P.C., 1954 (25-kilo lots), 93s.

MERSALYL. — ACID, 250s. per kilo; SODIUM, 340s.

METHADONE HYDROCHLORIDE. — Subject to D.D.A. Regulations, 2s. 6d. per gm. for 100-gm. lots.

METHYL SALICYLATE. — Five-ton lots 3s. 2d. per lb.; 1-ton, 3s. 2½d.; 10-cwt., 3s. 3d.; 5-cwt., 3s. 6d.; 1-cwt., 3s. 8d.

OLEIC ACID.—B.P. grade, £188 10s. per ton. 1-gall. lots, 22s. 10d.

OXALIC ACID. — Imported material is about £200 per ton.

PARALDEHYDE. — B.P. in 12-winchester lots, 2s. 10d. per lb. (6s. 3d. kilo); 10-gall. carboys, 2s. 4d.

PHENOL.—Ice crystals in bulk, 1s. 4d. per lb. LIQUID, B.P., 1s. 9d. per lb. in 56-lb. returnable tins.

PHOSPHORIC ACID. — B.P. (s.g. 1.750) drums, 1s. 4d. per lb.; bottles from 5s. 1d. per kilo.

PYROGALLIC ACID. — One-cwt. photographic crystals, 29s. 3d. per lb.

SANTONIN.—5-kilo lots, 320s. per kilo.

SULPHURIC ACID.—Pharmaceutical quality from 28s. to 35s. per cwt. in carboys ex works.

TALC.—B.P.C. in 1-ton lots is quoted at 1s. 2d. per lb.

TANNIC ACID.—The B.P. fluffy, 9s. 6d. per lb. (5-cwt. lots) and powder, 8s. 3d.

TARTARIC ACID. — (In bags): 1-ton lots, 268s. per cwt.; 5–19 cwt., 283s.; 1 cwt., 285s. If supplied in drums add 8s. cwt.

THIOGLYCOLLIC ACID. — Basic rates per lb. 97–98 per cent., 26-lb. packs, 15s.; 75 per cent., 11s. 6d. AMMONIUM THIOGLYCOLLATE, 40 per cent., pH 9.3 (24-lb. packs), 6s. 8d.; MONOETHANOLAMINE THIOGLYCOLLATE, pH 9.9 40 per cent., 9s. 10d. All carriage paid United Kingdom and subject to purchase tax.

ZINC CARBONATE.—One-cwt. lots, 2s. 0½d. per lb.; 1-ton, 1s. 9d.

ZINC CHLORIDE. — B.P.C. 1954, cake, 15s. 5d. per kilo; sticks, 17s. 3d.

ZINC OXIDE.—Two-ton lots, B.P. grade, are now £131 10s. per ton; 1 ton, £132 10s.

ZINC PEROXIDE.—One-cwt. lots of B.P., 5s. 3d. per lb.

ZINC SULPHATE.—B.P., 50 kilos, 3s. 6½d. per kilo.

Crude Drugs

AGAR. — Kobé No. 1, 16s. per lb. in bond; shipment, 15s. 9d., c.i.f.

CALUMBA.—Mozambique root, 130s. per cwt. spot.

CARDAMOMS.—(Per lb.). Alleppy greens, spot, 32s. 6d. Shipment, 42s., c.i.f. nominal. Ceylon greens, 34s., c.i.f. Prime seed, none available spot or shipment.

CASCARA. — Spot, 225s. per cwt.; shipment, 216s., c.i.f.

CASSIA. — *Lignea*, whole for shipment, 230s. cwt., c.i.f.

CHAMOMILE. — Belgian flowers 15s. to 16s. per lb., spot; German type, 7s. 6d.

CHERRY BARK. — Thin natural, 2s. 6d. per lb.; shipment, 2s. 4d., c.i.f.

CHILLIES.—Zanzibar, spot 460s. per cwt. Mombasa, 510s., spot.

CINNAMON.—BARK, Seychelles, 165s. cwt. spot; shipment, 120s., c.i.f.; QUILLS, Ceylon (per lb., c.i.f.); Seconds, 10s.; thirds, 9s. 10d.; quillings, 5s. 9½d.; chips, 1s. 9d.

CLOVES. — Zanzibar, standard grade, spot quoted at 2s. 10½d. per lb.; shipment, 2s. 7½d., c.i.f.

COCHINEAL. — (Per lb.). Canary Isle silver-grey, 17s.; forward, 16s. 3d. landed; black-brilliant, 18s. 6d.; forward, 19s. 3d. landed, Peruvian silver-grey, 14s.

COCILLANA.—Bark, 3s. 6d. per lb. nominal. No shipment offers.

COLOCYNT PULP. — Spot offered at 4s. 3d. per lb., shipment, 4s., c.i.f.

DIGITALIS.—*Purpurea* leaves, 2s. 6d. per lb.

ELEM. — Spot, 1s. 7d. per lb.; shipment, 1s. 5d., c.i.f.

ERGOT. — Portuguese—Spanish, spot, 13s. 6d. per lb.; shipment, 13s., c.i.f., nominal. Continental, 9s. 6d., spot.

GENTIAN. — Root, 185s. per cwt. spot; shipment, 180s., c.i.f.

GINGER.—(Per cwt.). Nigerian split, 95s. spot; 85s., c.i.f., for shipment; peeled, 210s. spot and 185s., c.i.f. African, spot cleared, shipment, 220s., c.i.f. Jamaican No. 3 spot, 340s., shipment, 302s. 6d., c.i.f.; Cochin, spot, 265s.; shipment, 225s., c.i.f.

GUM ACACIA.—Kordofan cleaned sorts, 162s. 6d. per cwt., spot; shipment, 150s., c.i.f.

HONEY. — (Per cwt.). Argentine light amber, spot, 115s. to 120s.; and medium amber, 105s. to 110s.; Argentine, 115s. to 120s.; Canadian, 175s. to 180s.; Mexican spot, 115s. to 120s.

IPECACUANHA. — Matto Grosso for shipment, 54s. per lb., c.i.f. and spot, 55s. Costa Rican, 75s. nominal, spot; no shipment offers. Colombian, spot, 56s. nominal; shipment not offering.

JALAP.—Mexican whole bulbs, 4s. 6d., per lb. on spot; shipment, 4s. 3d., c.i.f. Brazilian, 1s. 8d. per lb. spot.

KARAYA.—No. 1 f.a.q. gum, spot, 415s.; No. 2, 300s. per cwt.

KOLA NUTS. — West African halves are nominally 8d. per lb. on the spot. Good quality replacements scarce.

LANOLIN. — ANHYDROUS B.P., is from 2s. 6d. to 2s. 10d. per lb. in 1-ton lots delivered free drums. Commercial grades from 1s. 9½d.

LEMON PEEL.—Spot, 1s. 9d. per lb.; partially extracted, 1s.

LIME FLOWERS.—Spot short at 2s. 2d. per lb.

LINSEED. — Whole, 72s. 6d. per cwt.; crushed, 110s.

LIQUORICE. — Natural root: Russian, 67s. 6d. per cwt.; Anatolian, 57s. 6d.; Anatolian decorticated, 170s. Block juice: Anatolian, 210s. to 220s. per cwt.; Italian stick from 395s. to 460s. per cwt.

LYCOPodium.—Indian triple-sifted, 8s. 6d. per lb., spot.

MACE.—Whole No. 1, 15s. per lb. f.o.b. for forward delivery.

MENTHOL.—(Per lb.). Chinese for shipment, 31s. 6d., c.i.f.; spot, 32s. 6d. in bond; Brazilian for shipment, 36s., c.i.f.; spot, 36s., in bond.

NUX VOMICA.—Cochin, 110s. per cwt. on the spot; shipment, 80s., c.i.f.

ORANGE PEEL. — Spot: Sweet ribbon, 1s. 8d. per lb., bitter quarters: West Indian, 10½d.; Spanish, 1s. 9d.

PEPPER. — White Sarawak spot quoted at 4s. to 4s. 1d. per lb.; shipment, 3s. 10½d., c.i.f. Black Sarawak, 3s. 2d., spot; shipment, 2s. 11½d., c.i.f. Black Malabar spot not available, shipment, 347s. 6d., c.i.f.

PODOPHYLLUM. — Spot per cwt.: *Emodi* 220s., spot; shipment, 205s., c.i.f.

QUILLAIA.—For shipment, 165s. per cwt. c.i.f.; spot, 165s.

RHUBARB.—Various grades offered at from 5s. to 15s. per lb.

SAFFRON.—Mancha superior, spot, 725s. per lb.; Rio, 700s.

SARSAPARILLA. — Jamaican native red, spot, 3s. 6d. per lb.; shipment, 3s. 3d., c.i.f.

SEEDS. — (Per cwt.). ANISE.—Spanish, 240s.; Turkish, 165s., in bond. CARAWAY.—Dutch, 165s. CELERY. — Indian, 170s., spot; shipment, 140s., c.i.f. CORIANDER.—Spot, Moroccan, 65s.; Rumanian whole, 65s. and splits, 55s.; all duty paid; shipment Moroccan, 58s., c.i.f. CUMIN.—Spot, Cyprian 350s.; Indian, 325s.; Moroccan, 350s., duty paid; Syrian, 345s., duty paid; shipment, Indian 265s.; Moroccan, 320s., both c.i.f. DILL. — Indian in short supply spot at 130s.; shipment, 105s., c.i.f. FENNEL.—Chinese, 125s., duty paid; Indian, 150s.; shipment, Chinese, 112s. 6d., c.i.f. Indian, 135s., c.i.f. FENUGREEK.—Moroccan, 65s., duty paid; shipment, 53s., c.i.f. quoted. MUSTARD. — English, 72s. 6d. to 95s. according to quality.

SENEGAL.—Spot, 24s. 6d. per lb.

SENNA. — (Per lb.). Tinnevely LEAVES spot; Prime No. 1, 2s.; No. 3, f.a.q., 1s. Shipment: No. 3, 1s., c.i.f. PODS: Tinnevely hand-picked, 1s. 8d. to 2s. as to quality: spot, manufacturing, 1s. 1d.; shipment, 11d., c.i.f. Alexandria PODS: Hand-picked from 6s. to 8s.; manufacturing, forward, 2s. 3d., c.i.f.; spot, 2s. 6d.

SLIPPERY ELM BARK. — Spot offered at 4s. 6d. per lb.

SQUILL.—Italian, spot, 130s. per cwt.; shipment, 110s., c.i.f.

STRAMONIUM.—Continental LEAVES, 85s. per cwt., spot.

STYRAX.—Spot, nominally 17s. 6d. per lb.; no shipment offers.

TONQUIN BEANS.—Para, spot, 5s. 6d. per lb.; shipment, 5s. 6d., c.i.f.

TRAGACANTH.—Ribbon, No. 1, £175 to £180 per cwt.; No. 2, £160.

TURMERIC. — Madras finger, spot, 125s. per cwt.; shipment, current and new crop, 105s., c.i.f.

VALERIAN ROOT.—Indian, spot nominally 350s. per cwt.; shipment not offered. Continental root 450s. nominal spot; no shipment offers.

VANILLIN.—(Per lb.). 5-cwt. lots, 21s. 6d.; 1-cwt., 21s. 9d.; 56-lb., 22s.; small quantities, 22s. 6d. All plus temporary import surcharge.

WAXES. — (Per cwt.). BEES' — Dar-es-Salaam, 425s., shipment, 405s., c.i.f., Sudanese, spot, 400s., in bond nominal; shipment, 365s., c.i.f. CANDEILLA, spot, 465s.; forward, 460s., landed. CARNAUBA, fatty grey, spot, 280s.; shipment, 250s., c.i.f.; prime yellow spot, 580s.; shipment, 475s., c.i.f.

Essential and Expressed Oils

AMBER.—Rectified on the spot, 1s. 6d. per lb.

ANISE. — Chinese, 9s. 1d., spot, shipment, 8s. 10d., c.i.f.

BIRCH TAR.—Rectified, 10s. per lb. on the spot.

BUCHU.—Spot, from 280s. to 360s. per lb.

CADE. — Spanish from 2s. per lb. for drum lots.

CAJUPUT.—Spot from 10s. per lb.

CALAMUS.—Spot from 48s. per lb.

CANAGA.—Spot from 45s. to 50s. per lb.

CARAWAY.—Imported from 45s.; English distilled from 55s. per lb.

CINNAMON. — English-distilled, 50s. per oz.; other B.P. oils from 22s. to 130s. per lb. Ceylon leaf, 25s.; Seychelles leaf from 9s., spot.

CITRONELLA. — Ceylon, spot, 4s. 3d.; shipment, 3s. 10½d. per lb., c.i.f. Formosan, 4s. 6d. in bond and 4s. 9d., c.i.f. Chinese 4s. 5d. in bond; 4s. 4d., c.i.f.

CLOVE.—Madagascar leaf for shipment, 5s. 11d., c.i.f., spot, 6s. 1d., in bond. Rectified, 10s. Distilled bud oil, ENGLISH, B.P., 26s. per lb. for 1-cwt. lots.

COD-LIVER.—B.P. in 45-gall. drums is 12s. per gall. plus 30s. deposit on drum. Veterinary is from 9s. 10d. per gall. 25-stone lots. Delivered terms.

DILL.—Imported from 36s. per lb., spot.

EUCALYPTUS. — B.P. 70-75 per cent., 5s. 6d. per lb.; 80-85 per cent., 6s. 6d.

GERANIUM. — Bourbon, 87s. 6d. to 92s. 6d., spot; Algerian, 75s.

LEMON.—Sicilian from 26s. to 36s.

LEMONGRASS. — Spot, 25s. per kilo; shipment, 24s. 9d., c.i.f.

PATCHOULI. — Spot nominal; shipment, 120s. per lb., c.i.f.

PENNYROYAL. — Spot, 15s. per lb. duty paid; forward position is firm at 17s., duty paid.

PEPPERMINT.—(Per lb.). *Arvensis*: Chinese for shipment offered at 13s., c.i.f. and spot, 13s. Brazilian for shipment, 13s. 6d., c.i.f.; spot, 13s. 6d. *Piperita*: Italian spot, 72s.; forward shipment, 82s. 6d. American from 39s. to 49s., as to source.

PETITGRAIN. — Paraguay for shipment, 13s. 9d., c.i.f.; spot, 14s. 3d. per lb.

PIMENTO. — Imported BERRY, 32s. 6d.; LEAF, 24s. per lb.

PINE. — *Pumilionis*, 20s. per lb., *sylvestris*, 8s.; *abietis*, 14s.

ROSEMARY. — Spanish, 13s. 6d. per lb., duty paid.

RUE. — Spanish is 22s. 6d. per lb. on the spot.

SAGE.—Spanish, 22s. per lb.; Dalmatian, 26s.

SANDALWOOD. — Mysore, spot, 108s. per lb. East Indian for shipment, 108s., c.i.f.

SPEARMINT.—American oil on the spot, 63s. to 67s. 6d. per lb. Chinese, 83s. per kilo, c.i.f.

TANGERINE.—Sicilian best quality about 40s. per lb.

THYME.—Red, 29s. 6d. per lb. for 45-50 per cent., duty paid.

VETIVERT.—Bourbon, spot, 85s. per lb.

YLANG YLANG. — Best oil quoted about 135s.

UNITED STATES REPORT

NEW YORK, MARCH 15: Brazilian MENTHOL slipped 15 cents to \$6.25 per lb. and PERU BALSAM by 10 cents to \$2.65. Higher per lb. among ESSENTIAL OILS were CARDAMOM at \$70.00, up \$10. PATCHOULI at \$18.00, up 50 cents. and NUTMEG at \$9, up 50 cents.

TRADE MARKS

APPLICATIONS ADVERTISED BEFORE REGISTRATION

"Trade Marks Journal," February 23, No. 4565

For pharmaceutical preparations for use in urology (5)

FOMIVAX, 886,456, by Bchringwerke, A.G., Marburg/Lahn, Germany.

For veterinary preparations and substances (5)

UROLATYCIN, 886,668, by Biochemie, G.m.b.H., Kundl, Tyrol, Austria.

For safety razors and safety razor blades (8)

Device with word NACET, 873,791, by Gillette Industries, Ltd., Isleworth, Middlesex.

For photographic apparatus and instruments, and parts and fittings (9)

PROGRAMATOR, 885,156, by Agfa-Gevaert, A.G., Leverkusen, Germany.

For tooth-brushes incorporating a tooth-paste dispenser (21)

IUSH, 879,905, by International Process and Product Development Corporation, Ferndale, New York, U.S.A.

For chemical preparations for use in medicine and pharmacy (5)

VASPI, 886,051, by Schering, A.G., Berlin, 65, Germany.

For pharmaceutical preparations and substances for veterinary use (5)

ENDEBRON, 886,586, by Pfizer, Ltd., Sandwich, Kent.

"Trade Marks Journal," March 2, No. 4566

For detergents for use in industrial or manufacturing processes; chemical substances for use in industry (1)

MERLIN, 886,876, by Industrial Soaps, Ltd., London, E.1. NOBLA, 886,883. CLAX, 886,879, by Unilever, Ltd., Port Sunlight, Cheshire.

For all goods, but not including essential oils, or colouring matters for the hair, for toilet use or for laundry purposes (3)

GODDESS, 851,894, by Colgate-Palmolive Co., New York, U.S.A.

For hair dressing cream (3)

QUILLIN, 870,327, by Stylemaker, Ltd., Leeds, 11.

For preparations and substances for laundry use; detergents (not for use in industrial processes or in the course of manufacture); cleaning, polishing, scouring and abrasive preparations, and soaps (3)

Device with word SNEVIT, B874,694, by Danske Oliemøller og Sæbefabriker, A.S., Copenhagen, Denmark.

For non-medicated toilet preparations and cosmetics (3)

POP ART, B881,382, by Miners Make Up, Ltd., Surbiton, Surrey.

For perfumes, non-medicated toilet preparations, cosmetic preparations, dentifrices, depilatory preparations, toilet articles, sachets for use in waving the hair, shampoos, toilet soaps and essential oils (3)

FLOWMATIQUE, 883,271, by Yardley & Co., Ltd., London, E.15.

For eye make-up being cosmetic preparations (3)

EYEMATIQUE, 883,273, by Yardley & Co., Ltd., London, E.15.

For non-medicated toilet preparations and cosmetic preparations (3)

SUNPLAY, 884,146, by Innoxia (England), Ltd., London, N.1.

For preparations for the treatment of the skin and scalp, for external use (5)

LINC-O-LIN, 865,152, by International Laboratories, Ltd., Chessington, Surrey.

For medicated boiled sugar confectionery (5)

Device, 870,835, by S. Parkinson & Son (Doncaster), Ltd., Doncaster.

For veterinary preparations containing milk (5)

SPECILAIT, 874,726, by Guy Jacob, La Planchette, Haute Marne, France.

For steroid preparations for use as implants for medical and veterinary purposes (5)

IMPLETS, 878,000, by Organon Laboratories, Ltd., Morden, Surrey.

For medicated biscuits and flour, all being dietetic foods for use in slimming (5)

BOOTS SLIMTRIM, 881,214, by Boots Pure Drug Co., Ltd., Nottingham.

For vitamin preparations containing iron, being pharmaceutical preparations (5)

PREFERID, 884,026, by A.B. Astra Apotekarnes Kemiska Fabriker, Sodertalje, Sweden.

For deodorants and anti-perspirants (5)

BEAUTY COUNSELOR SUPPRESS, 884,702, by Beauty Counselors of London, Ltd., Newhaven, Sussex.

For veterinary vaccines (5)

OLAGEN, 884,963, by Wellcome Foundation, Ltd., London, N.W.1.

For pharmaceutical and veterinary preparations (5)

AREVOP, 885,374. SOLFRAGA, 885,376, by Farbenfabriken Bayer A.G., Leverkusen, Germany.

For material prepared for bandaging, medical and surgical plasters and surgical dressings (5)

INDUSTRIALPLAST, 885,995, by Ernest Sugden Chapman, Allerton, Bradford, Yorks.

For herbicides (5)

EXPORSAN, 885,765, by Stauffer Chemical Co., New York, U.S.A.

For pharmaceutical preparations and substances for use in the treatment of cardiac disorders (5)

LINOCARDIN, 886,423, by Camden Chemical Co., Ltd., London, W.C.1.

For pharmaceutical preparations and substances for human and veterinary use (5)

ISMEREX, 886,608, by CIBA, Ltd., Basle, Switzerland.

COMPLETE SPECIFICATIONS ACCEPTED

From the "Official Journal (Patents),"

February 16

Attachment means for power driven toothbrushes. Westinghouse Electric Corporation, 1,024,514.

4-(3-piperidyl)-piperidine derivatives. Research Laboratories, Janssen, N.V.

Phosphoric acid process. Chemical Construction Corporation, 1,024,551.

Preparation of surgical equipment. Edinburgh Board of Management for the Royal Infirmary and Associated Hospitals, 1,024,579.

Apparatus for additive colour synthesis for photographic colour printing and enlarging equipment. Pentacon Dresden Kamera-und Kinowerke Veb, 1,024,603.

Photographic developers and processes. Eastman Kodak Co, 1,024,612.

Sulpholanyl ketazines. Whiffen & Sons, Ltd, 1,024,644.

Chromone compounds. Bengel Laboratories, Ltd, 1,024,645-46.

Enteric medicament. Eli Lilly & Co, 1,024,648.

Photographic diffusion transfer process. Eastman Kodak Co, 1,024,649.

3-(3,4-dichlorophenyl)-3-pyrrolidinols and their preparation. Mead Johnson & Co, 1,024,659.

British patent specifications relating to the above will be obtainable (price 4s. 6d. each) from the Patent Office, 23 Southampton Buildings, Chancery Lane, London, W.C.2, from March 30.

From the "Official Journal (Patents),"

March 2

Compositions suitable for combating endoparasites and their use. Shell Internationale Research Maatschappij, N.V., 1,025,566.

Androstane compounds and means for producing the same. Parke, Davis & Co, 1,025,574.

Estratriene amino-ethers. Parke, Davis & Co, 1,025,576.

1,1-dicyclohexyl-2-(2' piperidyl) ethane. Richardson-Merrill, Inc, 1,025,578.

1,3,4,5-tetra-hydropyrrolo (4,3,2-de) quinolines. Upjohn Co, 1,025,579.

Production of pentaerythritol and dipentaerythritol. F. O. Mcissner and H. O. A. Mcissner, 1,025,648.

Preparation of photographic silver halide emulsions. Kodak, Ltd, 1,025,651.

5,6-Dihydro-morphantidine derivatives. Colgate-Palmolive Co, 1,025,698.

N',N'-diphenyl-alkylene- α , ω -diamines. C. F. Boehringer & Soehne, G.m.b.H., 1,025,699-700.

Iron preparations for oral administration. Chemicals, Inc, 1,025,735.

Detergent compositions. Procter & Gamble, Ltd, 1,025,791.

Feeding stuffs for animals and poultry. Whitmoyer-Reed, Ltd, 1,025,792.

Slide projectors. Voigtlander, A.G., 1,025,892.

Lampholder for photographic flashlight apparatus. Agfa, A.G., 1,025,894.

For pharmaceutical products (5)

PRORESIDOR, PRORESIPAR, 886,735-36, by Sandoz Products, Ltd., Horsforth, Leeds, Yorks.

For safety razor blades (8)

Device with word DIAMOND, 881,609, by Diamond Razor Blade Co., Ltd., London, S.W.1.

For cameras and photographic apparatus and instruments, etc. (9)

PENNCREST, 881,916, by J. C. Penney Co., New York, U.S.A.

For photographic, cinematographic and optical apparatus and instruments; and parts and fittings (9)

PLIXOR, PICCA, 888,033-34, by Photomarketing, Ltd., London, N.W.6.

For massage apparatus and parts and fittings (10)

VITAMASTER, 886,849, by Vita Exercise Equipment Co., Ltd., London, W.1.

For sponges, pads and mops; sponges and pads, all incorporating a holding device; all the aforesaid goods being for cleaning, polishing, or scouring purposes; and steel wool (21)

ZINS, B883,442, by Zimclean, Ltd., London.

For bottles made of polythene and incorporating a brush (21)

VIZI-DROP, 884,454, by Krauth Chemicals, Ltd., Chertsey, Surrey.

PATENTS

Production of mannitol/sorbitol. Atlas Chemical Industries, Inc, 1,025,813.

Process for preparing monoalkyl fumarate salts. Chas. Pfizer & Co., Inc, 1,025,828.

Variable focal length objectives. Paillard, S.A., 1,025,899.

N²-Alkenylmelamine 5-oxides and pharmaceutical compositions containing them. Upjohn Co, 1,025,902.

Pharmaceutical compositions containing phthalimide derivatives. Imperial Chemical Industries, Ltd, 1,025,904.

Amino-steroid compounds and processes for their preparation. Roussel-Uclaf, 1,025,905-8.

Estra-1,3,5(10)-triene derivatives. Parke, Davis & Co, 1,025,919.

Method of producing chlorpromazine salt. Dumex (Dumex, Ltd.), A.S., 1,025,920.

Tubing clamp. Abbott Laboratories, 1,025,947.

Photographic cameras. Eastman Kodak Co, 1,025,953.

British patent specifications relating to the above will be obtainable (price 4s. 6d. each) from the Patent Office, 23 Southampton Buildings, Chancery Lane, London, W.C.2, from April 14.

CONTEMPORARY THEMES

Subjects of contributions in current medical and technical periodicals.

DEXTRAN 40. Treatment of mesenteric embolism with. *Lancet*, March 12, p. 567.

HYPERTENSION. A theory of. *Lancet*, March 12, p. 574.

LIVE INFLUENZA VACCINE. Further trials of. *Brit. med. J.*, March 12, p. 637.

ORAL CONTRACEPTIVES. Urinary excretion of porphyrin precursors and coproporphyrin in healthy females on. *Brit. med. J.*, March 12, p. 652.

A LABORATORY GLASS SPRAY DRIER. Design and operation of. *J. pharm. Sciences*, February, p. 203.

PENTOBARBITAL SODIUM: variation in toxicity. *Science*, February 4, p. 576.

THE CHEMOTHERAPY OF CANCER in children. *Proc. roy. Soc. Med.*, March, p. 211.

BETAMETHASONE VALERATE atrophy. Tinea of the hand and forearm. *Proc. roy. Soc. Med.*, March, p. 254.

JOHNE'S DISEASE. Serum glycoproteins in normal cows and in clinical cases of. *Vet. Rec.*, March 12, p. 364.

IMMUNOFLUORESCENCE in the diagnosis of ovine abortion due to *Toxoplasma gondii*. *Vet. Rec.*, March 12, p. 369.

ASTHMA and TESTOSTERONE. *Nature*, March 12, p. 1136.

STIMULATION OF PHAGOCYTOSIS in relation to the mechanism of action by adjuvants. *Nature*, March 12, p. 1142.

ANTIBIOTICS. Terminology of. *J. Amer. med. Ass.*, February 21, p. 649.

COMING EVENTS

Items for inclusion under this heading should be sent in time to reach the Editor not later than first post on Wednesday of the week of insertion.

Monday, March 21

CROYDON BRANCH, PHARMACEUTICAL SOCIETY, Friends Meeting House, Park Lane, Croydon, at 8 p.m. Mr. L. Priest (headquarters staff, Pharmaceutical Society) on "Development Treatment of the Reproductive Organs."

ENFIELD CHEMISTS' ASSOCIATION, Enfield Arms hotel, Enfield, at 7.45 p.m. Mr. K. A. Lees (head of pharmacy department, Glaxo Laboratories, Ltd.) on "Formulation of Pharmaceutical Products."

FINCHLEY BRANCH, PHARMACEUTICAL SOCIETY, Recreation hall, Barnet General Hospital, at 8 p.m. Mr. J. B. Grosset (a member of Council) on "Hopes and Aspirations of the Practice Committee." (Mr. Grosset is chairman of that committee.)

GUILDFORD BRANCH, PHARMACEUTICAL SOCIETY, Kings Arms hotel, Godalming, Surrey, at 7.30 p.m. "Retail Pharmacy Management" (lecture series).

NOTTINGHAM BRANCH, PHARMACEUTICAL SOCIETY, 64 St. James's Street, Nottingham, at 7.30 p.m. Mr. E. C. Dyer (Airport director) on "East Midlands Airport—Its Construction and Services."

Tuesday, March 22

BOURNEMOUTH BRANCH, PHARMACEUTICAL SOCIETY, Post-graduate medical centre, Boscombe, at 8 p.m. Miss M. McKee and Mr. T. Holmes (Johnson & Johnson, Ltd.) on "Practical Uses of Surgical Dressings." (Refresher course.)

DOUGLAS BRANCH, PHARMACEUTICAL SOCIETY, Ivanhoe hotel, Sprotborough, at 8.15 p.m. Professor A. H. Beckett (head of school of pharmacy, Chelsea College of Science and Technology) on "Pharmacy in America and Great Britain: a comparison and contrast."

LEICESTER AND LEICESTERSHIRE BRANCH, PHARMACEUTICAL SOCIETY, Bell hotel, Leicester, at 7.30 p.m. Mr. N. Herdman (managing director, Duncan, Flockhart & Evans, Ltd.) on "Pharmacy Can Be Fun" (joint meeting with Pharmacy Students' Association?).

SHEFFIELD BRANCH, PHARMACEUTICAL SOCIETY, Royal Victoria hotel, Sheffield, at 8 p.m. Mr. R. McLaren (Percy Fox & Co., Ltd.) on "Wines of Germany" (Wine-tasting evening).

SOUTH-EAST METROPOLITAN BRANCH, PHARMACEUTICAL SOCIETY, Fox on the Hill hotel, Denmark Hill, London, S.E.5, at 8 p.m. Film evening.

Wednesday, March 23

BRIGHTON AND HOVE BRANCH, PHARMACEUTICAL SOCIETY, Grand hotel, Brighton, at 6.30 p.m. Annual dinner and dance.

EAST KENT BRANCH, PHARMACEUTICAL SOCIETY, Pfizer, Ltd., Sandwich, at 2.15 p.m. Works visit.

LIVERPOOL CHEMISTS' ASSOCIATION, Adelphi hotel, Liverpool, at 6.45 p.m. Annual dinner and dance.

SLOUGH BRANCH, PHARMACEUTICAL SOCIETY, Spadec-Oak hotel, Bourne End, Bucks, at 7.30 p.m. Informal supper-dance.

SOUTH LONDON AND SURREY PHARMACISTS' GOLFING SOCIETY, Purley Downs golf club, Purley Downs Road, Purley, at 1 p.m. Stableford competition for the Scotia bowl and other prizes. At 7.30 p.m., annual meeting.

Thursday, March 24

BRADFORD BRANCH, PHARMACEUTICAL SOCIETY, Midland hotel, Bradford, at 7.45 p.m. Dr. J. A. Carman on "Medical Experiences on the High Seas."

BRISTOL BRANCH, PHARMACEUTICAL SOCIETY, Hawthorns hotel, Woodland Road, Bristol, 8, at 7.30 p.m. Dr. J. Meara on "Infectious Diseases."

EAST KENT BRANCH, PHARMACEUTICAL SOCIETY, Marine hotel, Tankerton, Whitstable, at 7.15 p.m. Dinner and dance.

LEICESTER AND LEICESTERSHIRE BRANCH, PHARMACEUTICAL SOCIETY, 35 Half Moon Crescent, Oadby, at 7.30 p.m. Chairman's coffee evening. (Admission 2s. 6d. Proceeds will be given to the lord mayor's fund for a Leicester post-graduate medical centre.)

LINCOLN BRANCH, PHARMACEUTICAL SOCIETY, George hotel, Grantham, at 7.30 p.m. Professor J. M. Rowson (head of department of pharmacy, Bradford Institute of Technology) on "Pharmacy in the Sixteenth and Eighteenth Centuries."

LIVERPOOL BRANCH, GUILD OF PUBLIC PHARMACISTS, Rainhill Hospital, Liverpool, at 6.30 p.m. Address and films by speaker from Geigy (U.K.), Ltd., Pharmaceuticals Division.

NORTH-EAST SECTION, SOCIETY FOR ANALYTICAL CHEMISTRY, Council suite, county hall, Durham, at 7 p.m. Dr. A. A. Smales (president) on "Aims of the Society." (First meeting.)

PHARMACEUTICAL SOCIETY OF GREAT BRITAIN, School of Pharmacy, University of London, Brunswick Square, London, W.C.1, at 9.45 a.m. Symposium on "Dosage of Medicines."

REIGATE AND REDHILL PHARMACISTS' ASSOCIATION, Upjohn, Ltd., Crawley, at 7.30 p.m. Dr. S. B. Challen on "Problems Encountered by a Pharmaceutical Consultant."

ROYAL SOCIETY, Burlington House, Piccadilly, London, W.1, at 10.30 a.m. Discussion meeting: "Pesticides: Benefits and Dangers."

Friday, March 25

HOUNSLOW BRANCH, PHARMACEUTICAL SOCIETY, Osterley hotel, 764 Great West Road, Isleworth, at 7 p.m. Dinner and dance.

SOUTH-WEST LONDON CHEMISTS' ASSOCIATION, and WANDSWORTH DIVISION, BRITISH MEDICAL ASSOCIATION, Leigham hotel, Leigham Court Road, London, S.W.16, at 8 p.m. Films by Glaxo Laboratories, Ltd.

Saturday, March 26

INSTITUTE OF PHARMACY MANAGEMENT, Sandbanks hotel, Sandbanks, Bournemouth, Hants. Second annual conference. Until March 28.

Sunday, March 27

YORKSHIRE WEST RIDING AREA PHARMACEUTICAL SOCIETY BRANCHES, Bodington Hall, University of Leeds, Leeds, 16, at 10.30 a.m. Regional conference. Speakers: Mr. W. K. Fitch (an assistant secretary of the Society) and Dr. D. C. Garratt (a scientific adviser to the Society).

Advance Information

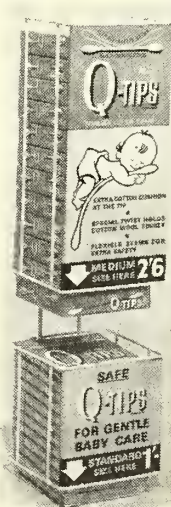
EUROPEAN MEETING OF CHEMICAL ENGINEERING AND AICHEM CONGRESS, Frankfurt-on-Main, Western Germany, June 21-29, 1967. Descriptive booklet is obtainable on application to DECH-EMA, Deutsche Gesellschaft für chemisches Apparatewesen E.V., 6 Frankfurt (Main), Postfach 7746.

INTERNATIONAL DISPLAY MARKET WEEK, Royal Garden hotel, London, W.8, February 20-23, 1967. (The organisers report that increased space has been booked for this event.)

INTERNATIONAL LIGHTING EXHIBITION, Olympia, London, W.14, January 23-27, 1967. (Formerly known as the International Domestic Lighting Exhibition.)

PRINT AND PUBLICITY

FOR STOCK, DISPLAY, SALES: Left: Frame in wire designed for Chesebrough-Ponds, Ltd., London, N.W.10, by Display Work, Ltd., 12 Henrietta Street, London, W.C.2. Centre: New Heinz baby-food stand designed specially for chemists by H. J. Heinz Co., Ltd., Hayes Park, Hayes, Middlesex. Right: Barnet "comb bar" offered by E. R. Holloway, Ltd., Bessemer Road, Welwyn Garden City. Cabinet comprises two "dispensers," one holding 7 doz. ladies', the other 5 doz. men's combs, mounted together on wire stand backed by showcard. With each cabinet is given a set of kitchen utensils.



ABOUT 250 cinemas on the A.B.C. circuit are running a Personna "tie-in" with the film "One Spy Too Many." Three-colour posters for foyer display are humorously angled to a tense moment in the film when Napoleon Solo is about to be killed by a giant blade. A cinema managers' display competition is also being staged.

Makers of Personna blades are Ever-Ready Personna Co., division of Philip Morris & Co., Ltd., 26 Bedford Row, London, W.C.1.

PUBLICATIONS

Booklets and Leaflets

JOSEPH CROSFIELD & SONS, LTD., Warrington,

Lancs: "Crosfield synthetic silicas and silicates: Use in food and drugs" (4-p. leaflet). DOROTHY GRAY, LTD., Marshall Road, Hampden Park, Eastbourne, Sussex: "How to help your client make the most of her natural beauty" (24-p. booklet). Dorothy Gray shade guide (pp. 4).

UNICAM INSTRUMENTS, LTD., York Street, Cambridge: "Unicam SP90 atomic absorption spectrophotometer" (pp. 12).



What doctors are reading about developments in drugs and treatments

THE efficacy of two live influenza virus vaccines has been compared in a group of volunteers. One vaccine, like those used in earlier trials, was prepared from the Russian A₂ strain Iksha attenuated by serial passage in eggs. The other was prepared from a Scottish strain of A₂ virus. Given to volunteers without neutralising antibody the Scottish strain apparently immunised as effectively as did the Russian and reactions to it were no greater. However, the authors point out that although the British strain, picked more or less at random, behaved in a similar manner to the carefully selected Russian strain, it cannot be concluded that it was sufficiently "attenuated" for safe use on a large scale. It was found that administration of the vaccines by nasal spray was as effective as the more cumbersome method of instilling nasal drops. Inactivated vaccines given by either method were ineffective, but the antibody response to live vaccines was lower than is observed following intramuscular injection of inactivated virus. (*B.M.J.*, March 12, p. 637.)

FOUR cases of dependency on methaqualone hydrochloride (Melsedin)—claimed the first described in Britain—are described in a letter from Dr. J. S. Madden of the addiction unit, Moston Hospital, Chester. The number of tablets consumed ranged from eight to fifty daily. Features were a strong desire to continue taking the drug, a tendency to increase the dose and a

psychic dependence on the effects of the drug. The writer had no opportunity to observe any abstinence syndrome. (*B.M.J.*, March 12, p. 676.)

REPLYING to a letter in the *Lancet* on unsatisfactory solutions of sodium bicarbonate (see *C. & D.*, March 12, p. 264), Mr. J. W. Hadgraft (Royal Free Hospital, London) says that

deposits are probably due to extraction of magnesium or calcium ions from the glass of the bottle. It can be overcome by the addition of 0.02 per cent. of sodium edetate. Mr. Hadgraft gives the following formula for a molar solution: Sodium bicarbonate 8.4 gm., sodium edetate 0.02 gm., water for injection to 100 mls. The injection is prepared by the B.P. method and is given a three-months expiry date. (*Lancet*, March 12, p. 603.)

Two cases, one of them fatal, of acute ulcerative colitis following the administration of phenindione are reported from the Royal Sussex County Hospital. The writers say that the type of reaction seems to be uncommon, most cases of diarrhoea due phenindione being mild. (*B.M.J.*, March 5, p. 588.)

NEW COMPANIES

P.C.=Private Company, R.O.=Registered Office

CLINICAL LABORATORIES AUTOMATION, LTD. (P.C.).—Capital £100. To carry on the business of designers, manufacturers of and dealers in systems for mechanising and automating laboratory processes, etc. Subscribers: Leonard H. Lewis and Francis A. Dean. R.O.: 6 Surrey Street, London, W.C.2.

FRU-FLAVA, LTD. (P.C.).—Capital £100. To carry on the business of manufacturing chemists and producers of essences, colourings, etc. Directors: Leslie J. Miller and Michael J. White. R.O.: 18 Cromwell Road, Worcester Park, Surrey.

HAARMANN & REIMER, LTD. (P.C.).—Capital £10,000. To carry on the business of manufacturing and marketing of natural and synthetic aromatics and essential oils, etc. Subscribers: Alfred G. Ballard and John V. Webb. R.O.: 18 Paradise Road, Richmond, Surrey.

KLEENZALL CO., LTD. (P.C.).—Capital £2,000. To carry on the business of manufacturers of and dealers in chemicals and bleach of every description, etc. Subscribers: Shirley Hart and Averill Hart. R.O.: 7 Halifax Road, Cross Roads, Keighley.

MARTAL COSMETICS, LTD. (P.C.).—Capital £100. To carry on the business of manufacturers of and dealers in cosmetics, etc. Subscribers: Laurence J. Gerard and Marcus Sarnar, M.P.S. (director, Sharpe & Sarnar (Chem-

ists), Ltd.). R.O.: 125 High Holborn, London, W.C.1.

MEDICAL SURGICAL & GENERAL SUPPLIES (NORTHERN), LTD. Capital £500. Subscribers: Colin E. Chapman and Robert Copeland, 2 Cranleigh Mount, Exley Road, Keighley.

MINI CHEMICALS, LTD. (P.C.).—Capital £100. To carry on the business of manufacturers of and dealers in chemicals, drugs, medicines, etc. Subscribers: S. Feldman and B. Matz, 149 Hanover Road, London, N.W.10.

PATCO CHEMICALS, LTD. (P.C.).—Capital £30,000. To carry on the business of manufacturers of and dealers in chemicals, cosmetics, etc. Directors: Amaury H. du Fretay, Charles Ritter, Joseph Frossard, George L. Harmsworth and Kenneth Butterworth. R.O.: Grecian Mill, Lever Street, Bolton.

PHASE SEPARATIONS, LTD. (P.C.).—Capital £200. To carry on the business of manufacturers of and dealers in, importers and exporters of chromatographic chemicals, etc. Directors: Elizabeth A. Jones and Jillian W. Hilton. R.O.: 406 New Chester Road, Rock Ferry, Ches.

H. R. ROBINSON, LTD. (P.C.).—Capital £100. To carry on the business of wholesale and retail chemists, etc. Directors: Henry R. Robinson and Mary L. Robinson. R.O.: 118 Carrington Road, Stockport.

COMMERCIAL TELEVISION

The information given in the table is of number of appearances and total screen time in seconds. Thus 7/105 means that the advertiser's announcement will, during the week covered, be screened seven times and for a total of 105 seconds.

Period March 27 to April 2	London	Midland	North	Scotland	Wales & West	South	North-east	Anglia	Ulster	Westward	Border	Grampian	Eireann	Channel Is.
PRODUCT														
Anadin ...	3/90	4/74	3/90	1/30	4/84	2/60	1/30	1/40	3/90	1/30	1/30	—	—	—
Anne French cleansing milk ...	1/30	—	—	1/40	—	—	—	—	—	—	—	—	—	—
Askit powders ...	—	—	—	7/49	—	—	—	—	—	—	3/21	3/21	—	—
Casual hair colourant ...	3/90	3/90	3/90	3/90	3/90	3/90	3/90	3/90	3/90	3/90	—	—	—	—
Dentu-Creme ...	1/30	1/30	1/30	1/30	1/30	1/30	1/30	1/30	1/30	1/30	1/30	1/30	—	1/30
Dippity-Do ...	2/60	2/60	2/60	2/60	2/60	2/60	2/60	2/60	3/90	3/90	3/90	3/90	—	—
Disprin ...	—	—	—	—	—	—	—	1/15	—	—	—	1/15	—	2/45
Euthymol tooth-paste ...	1/40	1/30	1/30	—	—	1/30	—	—	1/30	2/60	1/30	1/40	—	—
Gillette Super Silver blades ...	7/120	7/120	6/105	7/120	7/120	8/135	6/105	8/135	7/120	8/135	8/135	7/120	—	—
Loxene shampoo ...	—	1/30	1/30	1/30	1/30	1/30	1/30	1/30	1/30	1/30	1/30	1/30	3/90	—
Maybelline eye cosmetics... ..	—	—	2/60	—	5/150	—	—	—	—	2/60	—	—	—	—
Nulon ...	—	—	—	—	—	—	—	—	—	—	—	—	—	1/30
Right Guard ...	5/150	5/150	5/150	5/150	5/150	5/150	5/150	5/150	5/150	5/150	5/150	5/150	—	—
Rinstead pastilles ...	1/15	—	—	—	1/15	2/30	—	1/15	—	—	1/15	1/15	—	—
Sea Witch ...	3/135	1/45	2/90	3/135	4/180	1/45	2/90	1/45	4/180	—	5/225	2/90	—	4/180
Spanish olive oil ...	1/40	—	—	—	—	—	—	—	—	—	—	—	—	—
S.R. tooth-paste ...	4/8	1/2	3/6	4/8	3/6	3/6	—	3/6	1/2	1/2	2/4	—	—	—
Steradent ...	2/60	1/30	—	1/30	1/30	—	—	—	1/30	—	—	—	—	2/60
Stera-fix ...	—	1/15	—	—	—	—	—	—	—	—	—	—	—	—
Sunsilk hairspray ...	2/30	2/30	1/15	4/60	5/75	—	3/45	1/15	3/45	3/45	4/60	2/30	—	3/45
Tame creme rinse ...	4/74	—	—	—	—	—	—	—	—	—	—	—	—	—
Valderma balm ...	2/60	2/60	1/30	2/37	2/60	1/30	2/14	1/30	1/30	1/30	—	1/30	2/60	—

simulative price changes

AMENDING C & D
QUARTERLY PRICE LIST
FOR MARCH 1966

Debut (366 Dendron)				Andrews (976 PS&T)				Hide and Heal			
double strength				liver salt				cake make-up			
small	72 0	18 0	10 6	4oz	18 9	4 5	2 5	12 0	2 11	1 9	
med.	120 0	30 0	17 6	8oz	32 3	7 8	4 2	stick	12 0	2 11	1 9
Ends (1227 THP)				10oz	40 7	9 8	5 3	lip brush sable	25 9	6 4	3 9
infectant	8 6	—	11	8oz	34 5	8 2	4 6	lipstick	12 0	2 11	1 9
medium	15 6	—	1 8	diabetic				Bellafoline (1098 Sandoz)			
giant	21 0	—	2 4	Anepidem (802 M5)				ampoules 1 mil 6			
gall	13 0ea	—	16 6	Anti-Bi-San (451 F&J)				solution 10 mils			
pill roll	33 0	—	1 2	adult's				Separon (938 PD) 20 mils			
(3 doz.)				child's				Betnesol (518 Glaxo)			
tsan (5 Abietan)				37 10				ointment 5gm			
with salts in hand				April Violets (1355 Yardley)				Betnesol-N (518 Glaxo)			
painted containers				perfumed Cologne				ointment 5gm & 15gm			
Mr. McBunny 403	33 8	8 5	4 11	1885 81 0 20 3 11 10				Betox (978 PYP)			
ile (117 8PL)				perfume 1991				extract			
aerosol				1984				3oz	14 5	—	1 6
epatine (49 AF)†s48				Aqua-Net (1524 Chembro)				8oz	33 7	—	3 6
ointment 50gm	55 0	13 9	7 4	hair spray squeeze pack				1lb	57 7	—	6 0
suppositories	—	—	—	21 0				Bio (1400 P81)			
din (24 ALAD)				shampoo sachet 5 0 1 3 9				bone meal			
vacuum flasks				bottle 21 0 5 3 2 11				ctn	2 4ea	—	3 6
Continental 16oz				shower spray adaptor				7lb	4 4ea	—	6 6
32oz				Aramis (425 ELC)				14lb	8 4ea	—	12 6
cri (1576 P de S)				after shave				handy	1 8ea	—	2 6
au de toilette				4oz				7lb	3 6ea	—	5 3
perfume				6oz				14lb	6 4ea	—	9 6
100cc	20 0ea	5 0ea	40 0	8oz				28lb	11 0ea	—	16 6
3.5cc	10 0ea	2 6ea	20 0	after shave cream				lawn tonic	1 0ea	—	1 6
9cc	20 0ea	5 0ea	40 0	1oz				leafshine	2oz	1 8ea	—
12cc	26 0ea	6 6ea	52 0	2oz				plant builder	1 0ea	—	1 6
14cc	31 6ea	7 10ea	63 0	all weather hand cream				Biogastone (117 BPL)			
28cc	52 6ea	13 1ea	105 0	tube				tablets 25mgm 100			
evite (324 Crookes)				Ambassador				Blue Grass (60 Arden)			
vet.)				6oz				soap, bath (3)			
200gm. 35 4ea				4oz				748.75			
1 kilo 164 8ea				8oz				hand (3) 749.75			
nal (29 Alfonal) existing entry				deodorant roll-on				Bourjois (150 Bourjois) existing entry			
nal (29 Alfonal)				2oz				Bourjois (150 Bourjois)			
Alfa 8, corn oil				spray				bath cubes, Wild Rose,			
yeast spread 5oz				stick				Golden Fern			
liet pack 8oz				2oz				Cologne three star			
in-O-Sof safflower oil				2oz				9333			
10oz	54 0	—	4 6	talc spray				lemon hand cream			
(1 1/2 doz)				eye pads				9130			
1pt	66 0	—	8 0	friction lotion 6oz				3672			
1gall	90 0	—	45 0	hair groom spray				117			
(1 1/2 doz)				6oz				rouge			
Maizy biscuits plain				hair stay				shaving stick			
or ginger 7oz	19 2	—	2 0	4oz				6207			
cheese spread 3oz	33 7	—	1 9	Mark Out				soaps			
(2 doz)				1 1/2oz				eggs			
corn oil				pick-up mask				9158			
1pt	33 7	—	3 6	shampoo-on-a-rope				9258			
1qt	32 5	—	6 9	6oz				9135			
(1 1/2 doz)				shaving foam				9236			
1gall	65 0	—	27 0	3oz				9235			
(1 doz)				special shave formula				9140			
with aliphum 1pt				6oz				9154			
margarine 1/2lb				Arriid (235 Carteret)				9168			
(2 doz)				deodorant cream				9257			
now-Queen non-fat milk				22 8				9104			
1lb	62 5	—	3 3	30 1				9168			
(2 doz)				31 4				9257			
un-O-Life margarine				49 3				9104			
1/2lb	32 0	—	1 8	12 4				9104			
(2 doz)				6 6				9104			
sunflower seed oil				3 9				9104			
1pt	33 7	—	2 4	Ashes of Gardenia (150 Bourjois)				9104			
(1 1/2 doz)				soap bath (3) 9253				9104			
1pt	38 5	—	4 0	29 0				9104			
1qt	37 3	—	7 9	7 3				9104			
(1 1/2 doz)				4 0				9104			
1gall	72 0	—	30 0	7 3				9104			
(1 doz)				4 0				9104			
nosyl (1178 Stafford)				7 3				9104			
8oz	211 0	52 9	30 9	4 0				9104			
bre Soie (525 Golden)				7 3				9104			
ome tan aerosol				4 0				9104			
6oz	86 0	21 6	12 6	7 3				9104			
on (44 Amovon)				4 0				9104			
orn paste	13 8	3 5	2 0	7 3				9104			
plex (67 Ashe)				4 0				9104			
deodorant aerosol	43 1	10 9 1/2	5 11	7 3				9104			

the original half-volume, ideally balanced, TRIPLE ANTIGEN

TRIVAX

trademark



BURROUGHS WELLCOME & CO. (The Wellcome Foundation Ltd.) LONDON

* DIPHTHERIA

* TETANUS

* WHOOPING COUGH

	Clinic (509 Gibbs)	medicated shampoo	bottle 18 11	4 9	2 6		Easy (509 Gibbs)	shaving stick refill	10 7	2 8	1 3		hairbrushes ladies	Radial brush/comb	D314 40 6	10 2		
	Clinistix (843 ML)	strip test	50 40 0	—	5 0		Elizabeth Arden (60 Arden)	3 steps to beauty	333.66	—	23 6		ladies brush sets	3-piece engine turned	E695 292 0	73 0		
D	Cobalin (930 P&B)	insufflation outfit	11 4ea	—	17 0		invisible veil pressed powder	gilt compact	559.00	—	17 9		3-piece rosewood handle	coffret Caprice	E696 292 0	73 0		
	Collosol (324 Crookes)	calamine lotion 4oz	33 0	8 3	4 4½		refill	560.00	—	7 6			toothbrush smoker's	E656 63 0	12 9			
D	Coronette (563 Hampshire)	hair lacquer refill	13 3	3 3½	1 9		lipstick interchange	basket weave	659.E0	—	29 6		bath brush set D632	Radial hair brush D376	two tone brush set E690			
D	existing refill	hair styling spray refill	—	—	—		men's hair cream	933.00	—	7 9		D	Halina (1136 Silber)	camera	Paulette electric	—		
D	Corsica (960 ADP)	cleansing milk	175cc 8 8ea	2 1ea	15 6		soap hand	921.00	—	7 6		D	case	—	—			
	creme ajaccio	20cc 15 3ea	3 9ea	26 9			bath	922.00	—	10 6			Healcrafts (29 Alfional)	Acerosa 100mgm	60 75 5	18 10		
	creme calvi	20cc 16 0ea	3 11ea	28 0			2 bath 2 hand	906.00	—	36 0			Anti-Sat capsules	32 day	61 9	15 5		
	tonic	100cc 6 3ea	1 6ea	11 0			travel soap	921.23	—	10 6			Bio-Flora	250 108 0	27 0			
	Cortico-Gel (324 Crookes)	80 iu/mil	5mils	—	—		milky liquid cleanser	202.80	—	18 9			Enzygest	100 92 7	23 2			
D	Coty (301 Coty)	bath cubes	073 41 3	10 4	6 0		spot pruf cream	119.01	—	27 6			Garlic Plus	144 82 3	20 7			
	deodorant roll-on "Correct"	spray "Correct"	320 51 6	12 10½	7 6		Emeraude (301 Coty)	eau de toilette 013	51 6	12 10½	7 6		Golden Seal	3 week 68 0	17 0			
	lipstick "24" refill	lipstick "Dew Fresh"	202 39 6	9 10½	5 9		perfume	110-40 126 3	31 7	18 9			Herb Formulas	7 week 171 5	42 10			
	halibut oil (vet.)	½gall 52 2ea	—	78 3			Endocil (917 Organon)	treatment cream	tube 30gm	48 0	12 0	7 0	'C' catarrh	2 week 51 5	12 10			
	hand cream	28gm 22 6	5 8	2 11½			jar	102 9	25 9	15 0			'D' digestion	2 week 51 5	12 10			
	lotion	114gm 66 0	16 6	8 8½			Enzyvite (83 Bancroft)	tablets	50 30 10	7 8	4 6		'R' rheumatism	2 week 51 5	12 10			
	injection pituitary (post lobe)	B vet. C. †s4B	15mils 34 0	—	4 3		Ephedrine and Nembutal (2 Abbott)†s1s4A	capsules	100 8 3ea	—	12 5		'L' laxative	2 week 49 2	12 3			
	injection stilboestrol dipropionate	B vet. C. †s4B	30mils 50 0	—	6 3		Fercuman (930 P&B)	tablets	1000 46 0	—	5 9		Inner Fresh 3 week	27 5	6 10			
	iodine oil (and with methyl sal)	80oz 53 9ea	13 5½ea	85 1½			Ferrosul (324 Crookes)†s48	capsules (vet.)	dp250 48 8ea	—	—		Nerve Tone	2 week 48 0	12 0			
	vitamin A inj. (vet.)	30mils 12 10ea	—	19 3			Firmo-Lift (60 Arden)	treatment oil	210.59	—	35 0		Reducing Plan	2 week 53 9	13 5			
	vitamin B12 inj. (vet.)	1000mcgm/ml	15mils 24 0ea	—	36 0		Form Cut (1156 F5)	adhesive fingertip bandage FC7	10 0	—	1 3		Super bone meal	50 day 153 2	38 3			
	vitamin A capsules 25	100mils 31 8ea	—	47 6			Formula 16 (1281 Vincent)	(distributors 1054 R&A)	—	—	—		B. Complete	100 70 0	—			
	multivitamin inj. (vet.)	100mils 31 8ea	—	47 6			Fradoline (107 BH&L) all sizes	—	—	—	—		Bio-Flavon	100 63 0	—			
D	halibut oil (vet.) 1 pint	hand cream old sizes	hand lotion old sizes	vitamin A capsules 25	Croskell's (306 GC)	yellow mixture 6oz	17 3	4 4	2 6				Garlic Pearls	144 82 3	20 7			
D	Daptamycin (894 Nicholas)	Decaspray (837 MSD)	aerosol 30gm	Dekrasil (324 Crookes)	capsules 30 72 0	—	8 0						Super Iecithin	100 42 8	—			
D	Delrosa (976 PS&T)	rose-hip syrup	12oz 42 0	—	4 8								Healthy (1227 THP)	disinfectant lavender	18 6	—		
D	Delta-Cortelan (518 Glaxo)	tablets 1mgm 500	18 0	—	2 3								pine	18 6	—			
D	Dentose (843 ML)	Dento (219 Calvert)	large 21 4	5 4	2 10								Homoea (812 M&PP)	Exaino	—			
D	Dentu-Creme (1178 Stafford)	large 22 4	5 7	3 3									Hippacea	—				
D	Digilanid (1098 Sandoz)	ampoules 2 mls 6 & 30	Dimol (376 Dimol)	(distributors 49 AF)	syrup 4oz 29 6	7 4½	4 2						Hormofemin (830 Medo)	tablets 500 and 1000	—			
D	Dimol (376 Dimol)	(distributors 49 AF)	syrup 4oz 29 6	7 4½	4 2								Hypotensyl (49 AF)	tablets	250 172 0	43 0		
D	Dimotapp (1071 Robbins)	tablets L.A. †	Dinky (810 Maw)	see under Maws	Diocalm (104 BP)†	bottle 42 10	9 11	5 6					I.C.I. (649 ICI)	louse and insect	powder 28lb	47 0ea	—	
D	Dippy-do (1242 Toni)	hair setting gel regular	or extra holding 41 8	9 10½	5 11								Imperacin (649 ICI) TS	capsules	16 6 6ea	—		
D	Distivit (378 Dist)	812 ampoules	—	—	—								In Love (1376 Hartnell)	(distributors 544 Grossmith)	perfume HL2 277 6	69 4½		
D	Dor (563 Hampshire)	deodorant aerosol	Dorothy Gray (385 DG)	portrait make-up 85 0	23 0	12 6							Instant Nail Dry (797 M5G)	small 52 0	13 0			
D	Dorothea (442 Exello)	analgesic 13 8	3 5	2 0									Insulex (651 Insulex)	food jar 32oz	28 6ea	2 9ea		
D	Easettes (442 Exello)	analgesic 13 8	3 5	2 0									Inviron (518 Glaxo)	tablets	60 59 0	14 9		
D	Easettes (442 Exello)	analgesic 13 8	3 5	2 0									Iodobesin (49 AF)†s48	tablets	120 110 0	27 6		
D	Easettes (442 Exello)	analgesic 13 8	3 5	2 0									Ipesandrine (1098 Sandoz)	syrup 3oz	—	—		
D	Easettes (442 Exello)	analgesic 13 8	3 5	2 0									Iso-Rapid (16 Agfa)	camera "C" outfit	—	—		
D	Easettes (442 Exello)	analgesic 13 8	3 5	2 0									Jackson's (662 EJ)	glucose Devon butterscotch	4oz 11 6	1 7		
D	Easettes (442 Exello)	analgesic 13 8	3 5	2 0									pastilles blackcurrant	4oz 11 6	1 7			
D	Easettes (442 Exello)	analgesic 13 8	3 5	2 0									creme de menthe	4oz 11 6	1 7			
D	Easettes (442 Exello)	analgesic 13 8	3 5	2 0									natural lemon	4oz 11 6	1 7			
D	Easettes (442 Exello)	analgesic 13 8	3 5	2 0									pastilles	antiseptic throat	2oz 15 0	3 7		
D	Easettes (442 Exello)	analgesic 13 8	3 5	2 0									bronchial catarrh	2oz 15 0	3 7			
D	Easettes (442 Exello)	analgesic 13 8	3 5	2 0									crystallised blackcurrant	2oz 14 6	2 1			

PHONE: GLADSTONE 8814

AMENDMENTS TO KEY TO SUPPLIERS

236 Carven = Carven Distributors, division of
(Great Britain), Ltd., Trevor House, 100 E
Road, London, S.W.3.

342 CWLD = C. W. L. Developments, Ltd., I
Hill, Mortimer, nr. Reading, Berks. Mortim

347 Dalmas = Dalmas, Ltd., Greenfield Factory
Lane, Chorley, Lancs. Chorley 4251.

425 ELC = Estee Lauder Cosmetics, Ltd., I
Street, London, W.1. Hyde Park 9271.

551 GI = Gulton Industries (Britain), Ltd.,
House, 132 Sloane Street, London, S.W.1. Slo

667 JCL = Japanese Cameras, Ltd., 50 F
Tunstall, Stoke-on-Trent, Staffs. Stoke-on-Tre

797 MSG = Maria St. George, Ltd., Tile Ho
Lane, Denham, Bucks. Denham 2231.

857 MFC = M. F. Conroy & Sons, Ltd., Gatwie
Manor Road, Crawley, Sussex. Crawley 2626

980 Photopia = Photopia, Ltd., Hempstals La
castle, Staffs. Newcastle 65131.

989 Polaroid = Polaroid (U.K.), Ltd., Rossan
Welwyn Garden City, Herts. Welwyn Gard

1145 Sirex = Sirex, Ltd., Spirella House, Oxfor
London, W.1. Regent 3542.

1215 T & OE = Technical & Optical Equipme
don), Ltd., 15 Praed Street, London, W.1. Arr
3181.

1558 MCL = Mayfair Chemicals, Ltd., 33 Stati
Chadwell Heath, Essex. Seven Kings 2099.

1565 P. Plus = Paul Plus, Ltd., 29 King Street, N
Staffs. Newcastle 65136.

1575 Ilon = Ilon Laboratories, Lorne Street, F
Lanarks. Hamilton 24310.

1576 P de S = Parfums de Soisel (U.K.), Ltd., I
Passage, London, E.1. Bishopsgate 1462.

1577 AT = Adam, Tucker & Co., Ltd., 134 Fulh
London, S.W.10. Fremantle 9980.

1578 Vernon = Vernon & Co., Ltd., Penworth
Preston, Lancs. Preston 83293.

Prices are given in the sequence: Trade price per doz./purchase tax per doz./retail price (bold if maintained), thus:—17s 11d/4s 3d/2s 3d. A dash — in any column indicates that the manufacturer has provided no figure appropriate to that column.

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integrale 617 — — 39 6	Soframycin (1087 Roussel)	D	Sunhawk (538 Greebax) existing entry
lacta cream 926 — — 25 0	Dermalets 12	I	Sunhawk (538 Greebax)
927 — — 29 6	Spa (1167 Spa) existing entry		suglasses gents 303, 60 0 —
929 — — 47 0	Spa (1167 Spa)		301, 401, 402 92 0 —
lauria 930 — — 17 0	baby brushes		ladies 302, 410, 411, 412, 413 60 0 —
lip pencil 596 — — 6 9	Budgerigar 855 47 8 11 11 6 11		406, 407, 408, 409 92 0 —
lipstick 36 — — 11 6	Pussy Cat 856 47 8 11 11 6 11		clip-ons 204 60 0 —
case 35 — — 18 0	Thistle-down set 851 33 8 8 5 4 11		203 92 0 —
case de luxe 34 — — 48 0	bath brushes		
maquillage 509 — — 15 6	Dolphin 341 81 8 20 5 12 3		
maquilleur a cils 620 — — 17 6	sponge brush 340 32 0 8 0 4 9		
mirasol 695 — — 18 0	nylon filled 331 30 4 7 7 4 6		
mascara 575 — — 18 0	presentation set 351 61 4 15 4 8 11		
refill 576 — — 12 0	352 61 4 15 4 8 11		
masque de detente 627 — — 19 6	sponge brush 332 24 0 6 0 3 6		
mirasol 694 — — 17 0	Swan 342 100 3 25 1 14 9		
nail enamel 45 — — 11 0	clothes brushes		
pearl 46 — — 15 0	cat 714 34 3 8 7 4 11		
fixing base 47 — — 11 0	Dandy Duck 71 196 3 49 1 29 6		
remover 49 — — 10 0	dog 715 40 8 10 2 5 11		
naturelle 736 — — 19 6	kangaroo 716 34 3 8 7 4 11		
737 — — 26 6	pocket 701 9 0 2 3 1 3		
ombreline 633 — — 21 0	Tribesman 717 456 0 114 0 65 0		
orange cream 606 — — 16 0	comb and brush 613 10 4 2 7 1 6		
607 — — 18 0	dental plate brush 281 16 0 — 2 0		
608 — — 31 0	gift sets ladies		
pate pellicia 48 — — 11 0	Egyptian Gold 564 120 0 30 0 17 6		
patricia 902 — — 33 0	Elegant 510 128 0 25 5 18 3		
901 — — 39 6	Fantasia 566 120 0 30 0 17 6		
poudre deesse 915 — — 28 0	Fiesta 562 72 0 18 0 10 6		
poudre de beaute 555 — — 18 6	New Look 563 104 0 26 0 15 0		
purifia 931 — — 19 6	gift sets gent's		
reve bleu 911 — — 19 9	travel 453 112 0 28 0 16 6		
reve rose 910 — — 19 9	hair brushes ladies		
rouge cream 565 — — 13 0	featherweight hairstyling		
royal jelly 716 — — 26 0	556 20 0 5 0 2 11		
717 — — 36 0	radial 57 157 4 39 4 22 11		
718 — — 64 0	Satinglo bristle 56 240 0 60 0 35 0		
elixir 720 — — 36 0	nylon 506 103 4 25 10 15 0		
eye cream 715 — — 22 6	51mline 535 57 4 14 4 8 6		
hair lacquer 721 — — 24 0	hair brushes gent's		
soap 730 — — 7 6	Debonair bristle		
royal laelia 920 — — 28 0	45 240 0 60 0 35 0		
refill 921 — — 15 0	nylon 455 103 4 25 10 15 0		
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558 — — 17 6	nail brushes		
559 — — 28 6	cosmetic beauty care		
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tonique 577 — — 15 6	Dolphin 310 36 4 9 1 5 3		
578 — — 24 6	family 305 18 10 4 9 2 9		
579 — — 39 6	Penguin 312 31 8 7 11 4 9		
vestale 906 — — 18 6	surgeons 328 33 4 8 4 4 11		
905 — — 26 6	Swan 311 36 4 9 1 5 3		
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A Pal (967 Petfoods)	shaving brushes		
handy 6doz 65 8 — 1 1 1/2	bristle 771 42 3 10 7 6 3		
large 4doz 81 1 — 2 1	772 58 0 14 6 8 6		
• Pandrin (346 Dales)†	badger/bristle 774 144 0 36 0 21 0		
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I Parozone (671 Jeyes)	Spik 736 85 4 3 0 10 11		
20oz 10 9 — 1 2	toothbrushes		
32oz 13 10 — 1 6	bristle number one		
D 10oz & 26oz	18 40 0 — 5 0		
• Perfex (1022 Racasan)	bristle filled 11, 21, 26 24 0 — 3 0		
cleaning cloth (3) 24 6 — 2 11	nylon filled 101, 126, 127, 201, 226, 227 13 4 — 1 9		
Ponoxylan (1320 WSP)	after treatment 251 20 0 — 2 6		
ear drops 15mils 72 0 18 0 10 6	A Spot (423 Enalite)		
Precortisyl (1087 Roussel)	tar and oil remover 22 6 — 2 6		
injection 25mgm/ml 1ml	40 0 — 4 6		
• Pre-Kavol (324 Crookes) VPO	65 0 — 7 6		
vaccine (vet.) 3 dose 42 0ea — —	• Stargloss (1466 Nichol)		
Previson (1087 Roussel)	hair lustre 6oz 60 0 15 0 8 9		
multi-pack			
D Seton (1127 Seton)			
(distributors 93 BJ)			
collar'n cuff 1048 8 9ea — 13 3			

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Vitapointe Hair Dressing and Conditioner ... the market tests that have
proved these new products are winners ...

The Birth of a Range

By E. A. COOPER,
Marketing Manager,
Vitapointe (U.K.), Ltd.



THE two biggest turnover and profit earners stocked in the hair toiletries section of the chemist shop are hair sprays and shampoos. So it is hardly a surprise that any manufacturer who wants to grow in this field should first of all look at these two product groups.

Our own company is no exception. But it is different for one important reason. Its existing major brand (Vitapointe hair conditioner) has given it an unrivalled reputation as a company with a comprehensive knowledge of all matters relating to care of the hair.

Vitapointe conditioner has been available in the United Kingdom for many years. In a market where the dictates of fashion have seen the rise and fall of many products, Vitapointe conditioner has grown in popularity—perhaps not spectacularly, but certainly steadily. This can only be a tribute to the quality and effectiveness of the product.

When the Vitapointe Company was acquired by Fisons Pharmaceuticals, Ltd., in 1964, one of the first tasks facing the marketing team was to discover women's reactions and attitudes towards Vitapointe and a comprehensive survey was put in hand.

The main conclusion of this survey confirmed early impressions. In general women had a high opinion of Vitapointe as a product and respect for the company as one with considerable know-how in products for the care of the hair.

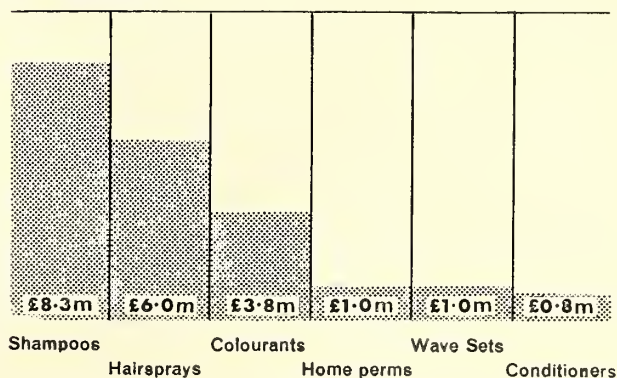
In addition those interviewed stated that they would welcome new products from the Vitapointe "stable" thus proving that the original conditioner was the perfect cornerstone for a dramatic expansion programme.

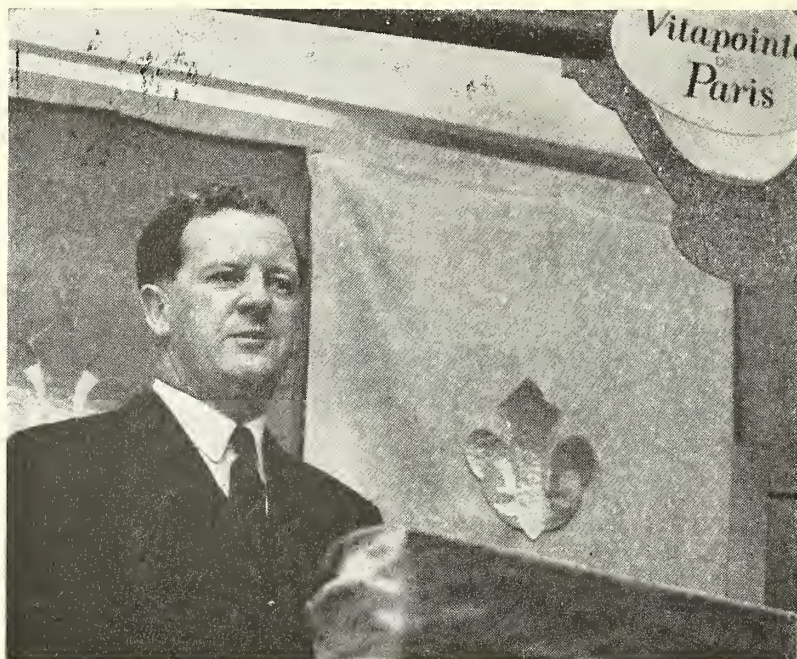
I think that the *existing* reputation of Vitapointe is probably the most important factor in the marketing

plans for the new range. Although care, skill, extensive research and product testing have been used to formulate a superior shampoo and hairspray, although the products are being heavily advertised, although a thorough and successful test market has taken place, although the price is pitched at the right level; even with all these advantages it would have been a formidable task to challenge the existing leading products in the market.

But add to this the "magic" ingredient of the Vitapointe name and success becomes more readily attainable. This point has been fully demonstrated by the success of our test market programme which is discussed more fully in another article. There is every reason to be confident that a similar—if not higher—degree of success will be obtained now that the product is in national distribution.

Markets





Mr. J. Valentine

Directors outline the expansion

SPEAKING at the sales conference of Fisons Pharmaceuticals, Ltd., Mr. J. Valentine, Managing Director, told the 120 representatives attending some of the reasons why the Company is expanding in the toiletries business:

Toiletries represent a natural diversification for a company with comprehensive research facilities;

They suit the company's manufacturing facilities;

The company has an established service for the principal distributive trades.

The toiletries market is not only big . . . it is growing faster than almost any other with a 90 per cent. expansion in the last five years. Some reasons for this are the higher standard of living and the post war population bulge. There are now more 15-20 year olds, whose expenditure on toiletries is three times that of their elders.

The sales conference was run by Mr. D. O'Brien, Sales Director, who outlined the many reasons why the Company is fully confident of the future of the two new additions to the Vitapointe range. "Just one of the ingredients for this success," he said, "was the heavy and sustained advertising which would tell consumers about the preparations. There will be frequent commercials on all television stations for each of the products and whole colour pages in women's magazines."

And, Mr. O'Brien added, the experience gained from test market proved that the advertising works, and that there is a high rate of repeat purchases from satisfied customers.



Mr. D. O'Brien

The man from
Vitapointe says: "We're
staying with Southern
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to get us ahead.

They've got us several already."

Vitapointe chose Southern Independent Television exclusively for the highly successful test launch of their new shampoo and hairspray. Both were challenging the brand leaders after only three months in the South.



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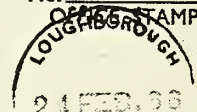
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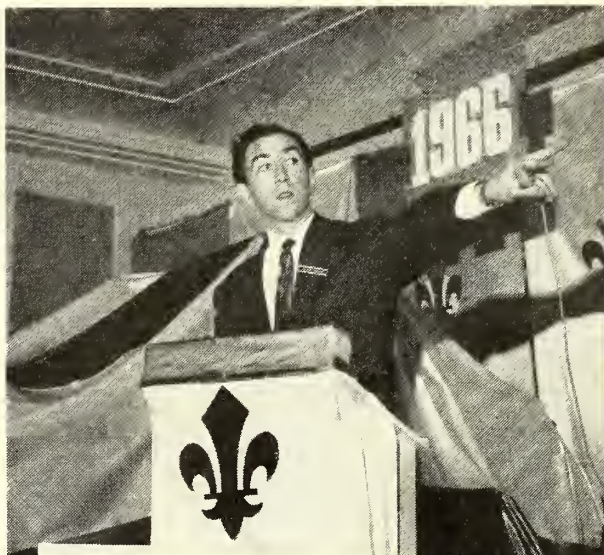
By B. S. Godbolt
Product Group Manager

THERE was a time when a manufacturer could say to himself (and get away with it): "I have a factory. I have the necessary raw materials. I have as much staff as I can use. I can organise a distribution system. So I will make a hair shampoo which does a good job and then I will give people a chance to buy it. I'll give it some advertising to keep demand flowing. With a bit of luck I shall do all right."

Many manufacturers in those happy, carefree (or so it seems today) times got that "bit of luck" and lived happily ever after. Others didn't get it. They went broke. Well, that was business!

Well, it really was business. But business isn't like it today. At least, not that section of business that is making progress. Certainly not Fisons Pharmaceuticals, Ltd.

All the way down the line, right from the point at which an idea for a new, or improved product enters someone's head to the opening of the packet in the



home of the customer (and even beyond then), the whole point of the exercise—the product—is tested, tested, tested, tested . . . and then tested some more.

Not only the product, but also the advertising. Not only the advertising, but also the package. Not only the package, but also the display. Not only the shop in which it is sold, but also the region in which the shop is located.

No one in Fisons Pharmaceuticals, Ltd., objects to a "bit of luck." It wouldn't be turned down if it came along. But the way things are handled from start to finish, renders the element of luck irrelevant. The company just aims to do without it.

Eliminating the Luck Factor

The luck factor, one could say, is removed from the exercise as the tests move forward to reveal aspects of the product and its presentation which require modification. Each modification is made—and then the modification is tested. Eventually a stage is reached at which the modifications have to stop because there is nothing left calling for modification.

The product is ready for the mass market.

This long drawn out process of testing calls for resources far beyond the reach of the small-to-medium manufacturer. It is an investment in product success which rules out the less-than-mass-market operator. After all a great many new products that begin the long trek of market testing never reach the end of the road, but are abandoned during the course of the journey.

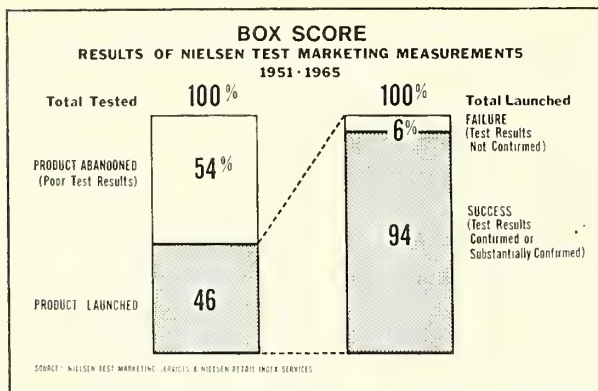
More often than not, measurements in test market demonstrate that a product has little chance of success and the national launch is abandoned. If we take a range of products in the categories of food, household and toiletry goods test marketed between 1951 and 1965, we find that 54 per cent. were abandoned because of poor test results. In other words, only 46 per cent. ever reached the point at which people throughout the country could walk into a shop and make a purchase.

And what happened then? Success came to 94 per cent. of the products that broke through the barriers.

There, in a nutshell, is the case for market testing. And it is in the group of products that *have* succeeded



Eye-catching display unit



through all phases of testing, that the Vitapointe shampoos and hairsprays are to be found.

It may be inferred from the above that all products are given the same degree of testing. Of course, that is not so. Some are tested more thoroughly than others. The Vitapointe products were given the maximum test treatment.

The shampoos and hairsprays were launched into the Southern Television area on April 21, 1965. And the testing went on all the time until the end of December of that year. The products went on national sale on January 1, 1966. During the whole of that time, the product formulations were open to revision and the advertising "mix" and marketing approaches were subject to change.

But why carry out the testing in the Southern part of the country? What's so special about that?

A good question. Manifestly, unless the background to the testing process is sound no conclusion can be reliable. There are five basic questions to ask about any proposed test area.

1. Is the size manageable? The area must be small enough to put a boundary upon financial outlay, yet large enough to provide an adequate basis for judgments to be made about the wider market. The Southern Television area is nicely placed in this connection. Containing about 7.5 per cent. of all the homes in the United Kingdom the extremes are avoided.

2. Is the population make-up of the test area representative of the whole country? As to age, sex and social class, the Southern Television area closely reflects the pattern of the national market.

3. Is the test area relatively compact and more or less independent of others? Unless there is a high degree of independence the testing operation cannot be confined to the area and all conclusions would be suspect. The Southern Television area meets these conditions very well. While it is close to the London area it does not intrude upon it. Further, it provides a population concentration in the Portsmouth-Southampton area amounting to well over two-thirds of a million people.

4. Are the advertising facilities of the test area comparable to those obtaining in the wider market? All the usual facilities are present in the South (there are about 90 weekly newspapers, 190 cinemas, commercial television, extensive poster services, etc.).

5. Do the economic circumstances of the test area match those of the nation taken as a whole? The position here is that conditions in the Southern Television area are very similar to those in London. And the

differences between London and the rest of the country are much less than they used to be and growing even less all the time.

Add to those five answers the fact that the distribution network in the Southern area has marked similarities with that in the London area.

Having passed through the gauntlet of such a test area with success, retailers who are given the opportunity of subsequently handling such a product may be confident that they will not be wasting shelf space if they do so. In the particular case of the Vitapointe shampoo and hairspray range the upshot has been doubly impressive.

In the first place, the initial sell-in to the trade in the Southern Television area was extremely satisfactory, maximum distribution being obtained in chemists within three months of the test launch. Trade acceptance was, in fact, phenomenal.

In the second place, the acceptance of the products by the consumer was similarly striking. About 40 per cent. of all purchasers during the first four months bought because they had seen the products on display and not because they had been influenced by the advertising.

Two things can be said about that. First, that it is eloquent of the power of the Vitapointe name to draw custom. Second, that it provides a large "word-of-mouth" base which will render the advertising campaign all the more effective when it gets fully under way.

In short, on the results of the test marketing operations in the South, the reasonable estimate is that Vitapointe shampoos are capable of becoming the leading brand in the United Kingdom within a year.

Consumer Acceptance

Concerning the hairspray, consumer acceptance was also found to be impressive. Additionally it gained better distribution than any other comparable product in a considerably shorter time.

From these test market findings the conclusion that can justifiably be reached is that Vitapointe shampoos and hairsprays are the products most likely to succeed in a fiercely competitive market. Not for very many years has it been possible to make so clear a prediction about the launching of such products as has been possible with these.

They have been formulated with care and thoroughly consumer tested at every stage. The concept of the products has been proved correct in a sound test market and repeat purchases have confirmed the lessons of the testing.

First introduced into the Southern Television area towards the end of April, a consumer check in November among those who were using Vitapointe shampoos and hairsprays in July, revealed that 57 per cent. of those users were still buying the shampoo and 45 per cent. were still buying the hairspray. This is a notoriously fickle market and such figures are known to be exceptional.

So the products pass into the national selling scene on the basis of a comprehensive range of market tests which have eliminated the element "luck" to the ultimate degree. The retailer, in brief, is not being asked to chance his arm. He is being asked to handle a proven "cert."

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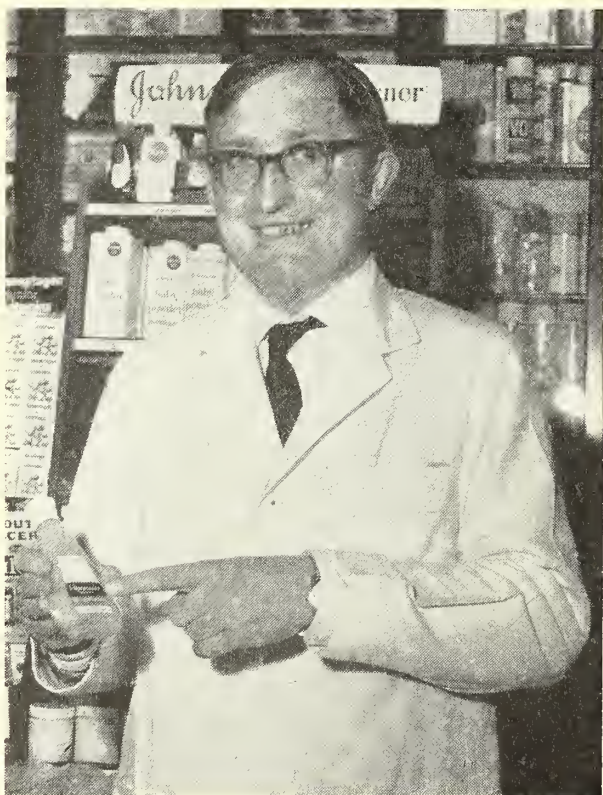
Our perfumery and cosmetic specialists have been in at the birth of many a new product. Perhaps they can help you.

Pictureprobe

What has been the experience of chemists and their toiletries counter assistants in the southern area, who have been selling VITAPOINTE'S new shampoos and hairsprays for nearly a year?

We sent a reporter and a photographer to certain towns in the region to find out.

Probably the most interesting pattern to emerge is the trend of repeat purchases by customers who proclaim themselves well satisfied with the products.



BRIGHTON: Mr. P. G. Jacob, manager of Ashton & Co., 98 Dyke Road, Brighton, said "Sales have been very satisfactory indeed and I've been very pleased with the new Vitapointe products. The shampoo is going very well."



TANKERTON: Salesgirl Miss Deirdre Cleare, 18 yrs, who is employed at B. G. Phillips, Tankerton Road, Tankerton, felt that the spray was very good indeed and that "the customers say they are not at all sticky. I've tried the shampoo myself and recommend it now". Mr. B. G. Phillips, owner of the shop, agreed that customers thought the spray was good and that the products were "selling very well considering most new products in this field don't. The Vitapointe name sells them, and then the customer keeps coming back for more."



MAIDSTONE: "Selling much, much better than average" is the verdict of Mrs. N. K. Cradduck of Corfes & Son Ltd., 5 Gabriel Hill, Maidstone. "In fact", she continued, "we have increased orders by half over the past few months. All our customers are so satisfied with the conditioning cream, that they try the new shampoos and hairsprays. They always seem to come back for more."



BRIGHTON: Pictured here are four of the counter assistants at Co-operative Chemists (Sussex), Ltd., London Road, Brighton, who sell Vitapointe hairsprays and shampoos. Mrs. H. M. Barnard (second from left), said "The sprays particularly are clearing very quickly. I think it is the Vitapointe name and customers feel safe using it." Left to right: Mrs. Doreen Stockle, Mrs. Barnard, Miss Susan Upton, Mrs. M. D. Smith. All agreed that the Vitapointe products were very much appreciated by customers, who came back again and again.



EASTBOURNE: Beauty consultant Miss Patricia Kable, 19 yrs, who works at Andrews & Co. Ltd., Carlisle Buildings, Carlisle Road, Eastbourne, said "They are without doubt the best sprays on the market and have sold extraordinarily well." Her views were backed up by the proprietor Mr. H. J. Seath who said: "We cleaned out our stock before the advertising began—I would imagine solely on the Vitapointe name. Repeat business has been excellent. I find that lady visitors to Eastbourne conferences like to have their hair in the best condition and they really applaud Vitapointe".



CROWBOROUGH: Owner of The Pharmacy, Croft Road, Crowborough, Mr. C. P. Chappells, said that Vitapointe was "selling very well into this difficult field, and the shampoo particularly is going excellently." Miss Ann Tyler, a counter assistant at Mr. Chappells' shop, said "customers quite often say how their hair does not become 'flyaway' after shampooing with Vitapointe shampoo. Both products are going very well considering they haven't been on the market for very long."



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New Vitapointe Shampoo co-stars with film actress of the year— Julie Christie

By Peter Grender, Spottiswoode Advertising, Ltd., Director responsible for Vitapointe advertising

THIS is the story behind the headline commercial which will be appearing nationwide on television from March 12 onwards starring film actress of the year Julie Christie and Vitapointe Shampoo. It's the behind-the-scenes story of the tremendous effort that goes into making 30 dynamic seconds of film which are geared to selling this new product from Vitapointe of Paris. Selling, not advertising. Because advertising, for all we see to the contrary, is not a long-haired mystic art, but "selling."

Advertising as a selling pitch

The advertising man, in contrast to the retailer, sells from a distance. The retailer facing his customer across the counter can vary his sales method to suit the mood of the woman. He can change the whole meaning of a sentence by the wink of an eye, the gesture of a hand, the tone of his voice. If his customer is a doubter or has questions, the retailer can counter the doubts and answer the questions as they come up. The advertising man selling through an advertisement can't change his message mid-way through and can't answer questions as they arise. This means that the selling message has to be carefully planned in advance. Every wink of the eye, every gesture of the hand, the tone of voice, all have to be pre-planned. Important doubts and questions

have to be anticipated in advance and covered. All in 30 seconds! No wonder Dick Lester, Director of the Beatles' films, reckons that commercials are a bigger challenge in many ways than feature films.

The Vital Spark

So the story behind the Vitapointe Shampoo commercial is, first and foremost, one of careful planning. But all the careful planning in the world might still only make a commercial which is competent, which simply blends in with the background. Like a good salesman, a good commercial must have a powerful personality—a vital spark, which makes it stand out, larger than life, to claim attention in a crowded marketplace. There's no cut and dried way of planning the vital spark. You can create the conditions in which it is most likely to happen, but for the real spark you need creative talent of the highest voltage which fuses and ignites together.

The Selling Proposition

The first step in the preparation of the Vitapointe Shampoo commercial was to decide on the selling message or proposition. Proposition is a good word because this is essentially what an advertisement comprises. It



Julie Christie in the television commercial for Vitapointe shampoo



Attractive seaside setting in Portugal for the Vitapointe hairspray commercial



Strong pack close-up is given at the end of the Vitapointe hairspray commercial

says to the woman: "In return for your money we will give you this. . . ." What we decide to offer the woman must be the most compelling promise we can offer to persuade her to try the product. It must be a promise which appeals to her self-interest—a real benefit. It must be a benefit which the product will deliver when she uses it, because we won't just want to sell to her once. No shampoo manufacturer or retailer ever got rich that way. We want to go on selling to her.

To decide on what we are going to offer the woman with a Vitapointe Shampoo, thousands of pounds were spent in research. Research to establish what women want out of shampooing: what they particularly want from a Vitapointe Shampoo: how they view the Vitapointe name. From this research it became clear that we should promise women hair which is soft, shining and manageable. We found out, too, that Vitapointe Shampoo is expected by women to deal especially with dry hair. But, above all, we found out that Vitapointe as a name is very highly regarded by women. It stands for quality and effectiveness. It is a name which, because of the original Conditioner brand, women know and trust in the field of hair beauty. It became clear that if women were made aware of the existence of a Vitapointe Shampoo, a high proportion of them would be willing to try it.

We now knew what we had to communicate to women . . . Vitapointe have made a new shampoo. It's a cream shampoo for dry or unmanageable hair. It will give shining manageable hair, beauty and the feeling of confidence that goes with hair that looks fabulous. We now had to find a way of communicating this proposition to women in a way which had that vital spark of originality, which was clear and unambiguous.

The Commercial Idea

Many weeks were spent in examining various television commercial ideas to do this. It was finally decided that the way we should communicate was through the means of an intimate woman-to-woman sharing of secrets—a message from a woman with a secret. The message was to be seen and heard while the viewer looked at the back of a beautiful head of hair. The message led up to a dramatic introduction of the shampoo pack and to greater drama at the end of the commercial when the girl was to turn towards the camera showing her face for the first time and say a provocative line which would strike home and make women remember our commercial.

So we had the proposition, the commercial idea and a script. We now had to convert what were essentially working drawings into a living, dramatic piece of film. We now needed to bring our vital spark to life. To do it we had to blend script, actress, director, lighting men, cameramen . . . the whole paraphernalia of the film world, and we needed talented people. The best people available.

The Actress

The search for an actress capable of playing the part in our commercial was a long one. She had to be able to deliver the vital dramatic line in the film and she had to have wonderful hair. Above all, she had to be a woman whose secret our potential customers would want to share.

Then we found the answer to a casting-man's dream—Julie Christie—star of "Billy Liar," "Darling" and "Dr. Zhivago." She's an actress right at the top of her profession and, as you can see from the photograph, she has wonderful hair. She's right in the public eye. Voted "Actress of the Year" by New York film critics and the Variety Club in this country, and now nominated for an Oscar for her sensational performance in "Darling," she's a girl whose secret every woman will want to know about. So Vitapointe had now got the right message and the right talented actress as a vehicle to put it across. The next stage was to assemble the team which would bring the best out of the commercial idea and the actress.

Filming

The group assembled was an all star team. The leader was director John Schlesinger. John Schlesinger, besides directing numerous commercials, was the director of "A Kind of Loving," "Billy Liar" and "Darling." He, too, has been nominated for an Oscar, for his direction of "Darling." He was the director who first discovered Julie Christie and brought her talent to fruition.

A leading member of the team was lighting cameraman, Robert Krasker, one of the few Englishmen ever to win a cameraman's Hollywood Oscar. By now you can see that this was an all star team which would be envy of many attempting to make a full feature film. These stars, plus cameramen, lighting engineers, assistants, etc., were all assembled to produce 30 seconds

of strong selling film for Vitapointe Shampoo—the real star in the whole operation.

Sparked Off

The situation had now been created for the message, the commercial idea and the film industry talent to fuse and really light up that vital spark to lift Vitapointe Shampoo off the launching pad and towards a star position in the shampoo market. After hours of filming and dozens of "takes" we felt we had the basic answer. Now we had to get down to the patient sorting and selection of what we finally wanted to use out of hundreds and hundreds of feet of film. The final film selection was made, the commentary recorded, titles filmed and the whole job married together, and at last the finished commercial was "in the can." Months of careful planning, hours of filming, the talents of advertising men, a star actress and director had all finally been concentrated into 30 seconds of film screening time.

The sales results produced by the commercial you will see on your screen will, we believe, amply justify all the careful planning and the use of the best talent in the film industry. The vital spark is there. The film has been tested on women throughout the country and the result demonstrates really tremendous interest. The film is ready to roll and a new product star is ready to be created in chemists' shops up and down the country. A star launched by stars.

The sweet smell of success . . .

Having produced a very special perfume for VITAPOINTE shampoo, STAFFORDALLENS are delighted that this new hair preparation is now successfully launched.

We know from our unrivalled experience in perfumery that nothing helps a product to succeed like the sweet smell of a STAFFORDALLENS perfume.

STAFFORD ALLEN & SONS LIMITED

Wharf Road, London, N.1.

Telephone: CLerkenwell 1000.





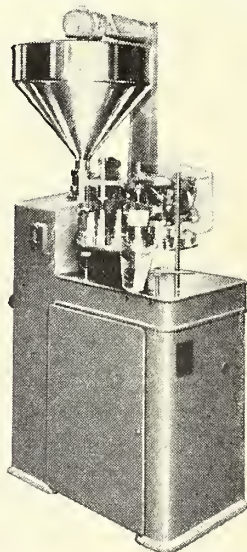
Collapsible tubes and caps by **FLEXILE** – of course

Flexile congratulate Fison Pharmaceuticals Ltd. on the outstanding success of Vitapointe Hair Conditioner over the years and on the introduction of new Vitapointe products. They are proud of the long-standing association between

the two companies. Flexile have made collapsible metal tubes and caps for Vitapointe Conditioner since the product was first introduced... they have supplied the most modern Kalix Machines for filling and sealing the tubes.

Tube Filling and Sealing by **KALIX** – naturally

FLEXILE



FISONS CHOSE WISELY...
they chose one of these modern
high-efficiency Kalix K60 Machines for
packaging Vitapointe Conditioner

FLEXILE METAL CO. LTD., BESSEMER DRIVE · STEVENAGE · HERTS · STEVENAGE 1491

HOW PRESENTATION helped the manufacturers in their extension from hair conditioners into the hairspray and shampoo market to make the most of a Parisian touch and a well known brand name

WHEN the makers of Vitapointe, the well-known hair conditioning cream, decided to move into the hairspray and shampoo market they faced an intensely competitive situation. Ranged against them were several hundred established products. But they had many things in their favour. One was the goodwill and reputation of the foundation product—a brand leader with a very substantial edge over its competitors. It was the task of the pack designers, Tandy, Halford & Mills, Ltd., to capitalise upon this goodwill.

They began by overhauling the presentation of the conditioning cream itself. The tube and carton had an extremely old-fashioned homely appearance and as part of the necessary modernisation it was decided to re-orientate them slightly in the direction of greater glamour and sophistication. The very old-fashioned brand name which was written aslant the old carton had been replaced with an up-to-date logo, which nevertheless retains much of the character of the older styling. The French atmosphere has also been retained, but an elegant fleur-de-lis replaces the old Eiffel Tower. Gold stars and the drawing of a woman's head have also disappeared, but the words *de Paris* remain. These are now printed prominently in the middle of the fleur-de-lis.

Whereas the old carton was white with printing in blue and gold, the new carton makes its impact largely through the use of three shades of one colour—blue. Brand name and copy are reversed out in white from a dark blue panel on the main faces of the cartons and on the two ends, while the *fleur de lis* is printed in a panel of lighter tone in mid-blue. The lighter panel also appears on the carton sides with the words *de Paris* in white, but here the brand name is printed in dark blue with copy in mid-blue on a white ground.

Great care was necessary in designing the new presentation to strike the right note for the product's price and market position. It was also vital not to disturb



Attractive packaging is the keynote of the range

the loyalty of existing users by too radical a departure from the older presentation. To check those points the client submitted the designs for acceptability, impact and brand recognition tests by a panel of consumers. One fact which the test established was the importance of retaining the colour blue. Blue has been used not only for the carton but also as the background for the new counter display unit, a gravity "dispenser" which carries a reproduction of a woman's head in full colour. The brand name Vitapointe is reversed out in white from the dark blue ground as on the cartons, while other copy and the border of the dispenser are in mid-blue.

For the shampoo and hair spray packs, THM were free to use bright new colours and to rely on the distinctive styling of the logotype and *fleur-de-lis* motif to establish a visual link with the conditioning cream.

The dominant colour for the shampoos reflects the colour of the liquid itself—bright gold for liquid shampoo and a creamier gold for the cream. The layout on sachets and bottle labels is identical—three *fleur-de-lis* reversed out in white from an orange ground, and below two bands—one black with the logotype in white and the other brown or dark orange with the type of shampoo and the recommendation "for dry hair" and "for normal hair" in white and brown.

On the back of the sachets the white *fleur-de-lis* are repeated and the brand name and instructions are printed in brown. The same colour scheme is also used on the display outers for the shampoos.

A layout similar to that of the shampoos is used for the can labels for the aerosol hair sprays. To give them an extra touch of glamour these are made of foil in two shades of pink to distinguish between the sprays for normal and soft set. A pink transparent ink is used for the *fleur-de-lis*, for the lower band and for the instruction panel on the back.



Counter sell-out units for shampoo sachets

VITAPOINTE SHAMPOO has the

Sweet Smell of Success

Perfume "tasting"
by Messrs. A. W.
Bailey (Stafford
Allen & Sons, Ltd.),
R. L. Davis, B.A., and
B. Godbolt (Fison's
Pharmaceuticals,
Ltd.).



THIS Spring millions of women all over Great Britain will be trying the new shampoo manufactured by Vitapointe (U.K.), Ltd.

Their trial of this product will be for both Vitapointe and Stafford Allen & Sons, Ltd., the culmination of years of experiment and careful planning. And Stafford Allen's contribution to the formulation of the product is of prime importance—one which may persuade these women to become regular users of the new shampoo.

It has been clearly established by Vitapointe's research that one of the most important factors that sway a woman in her choice of shampoo is its scent. Stafford Allen supply the perfume essence that gives Vitapointe's new shampoo its delicate fragrance.

This is not to deny that other important criteria must be satisfied. For instance, the shampoo must perform its prime function well by providing a rich lather, leaving the hair soft, shining and manageable, by being the right price and readily available. But with the "wrong" fragrance, even the most effective product will fail.

The choice of fragrance is therefore an important ingredient in the development of the product. It becomes vital if the product (as Vitapointe intend) is being aimed at the mass market. The fragrance has not only to satisfy a certain type or age group of women, it has to be acceptable to the vast majority.

That the new shampoo has every prospect of being a major success has been proved.

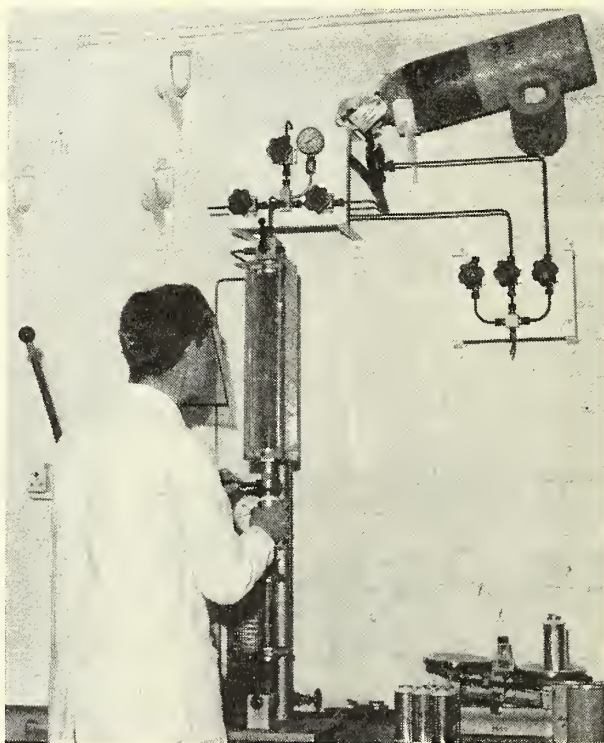
During the test market, research was conducted to discover what women thought about the product. The acclaim was tremendous and from users' answers it has become clear that the pleasant perfume has played an important rôle in gaining the product its popularity.

Before introducing their shampoo and hair spray range Vitapointe (U.K.), Ltd., conducted about 2,500 performance tests covering 830 different shampoo formulas (about 500 cream and 400 liquid types) and 612 different hair spray formulas. Two laboratory assistants (who are also qualified hairdressers) worked full time

just on studying the property of hair spray as it is on the hair.

Score cards were kept showing thirty criteria—in the case of hair spray they included such points as "spray angle," "size of droplets," "drying time of spray on the hair," "stickiness," and so on.

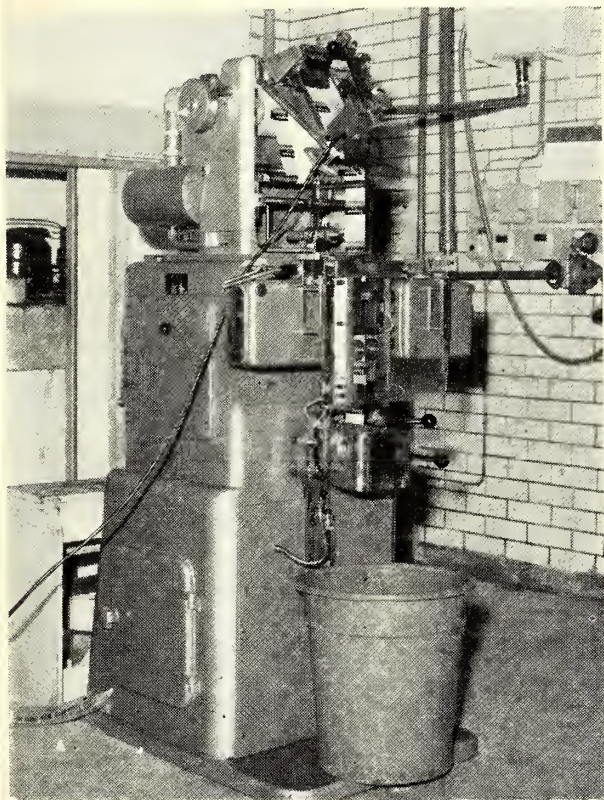
When the experts were satisfied that they had the best



Filling of aerosols for consumer testing

possible formula in each case, the final product was tested for eight months, at eight tests a day, on a panel

of volunteers covering every type and condition of hair—a total development period of well over a year.



High-speed machine producing Vitapointe shampoo sachets



Development chemist at work

WHEN YOU'RE LAUNCHING A NEW AEROSOL

(Vitapointe are)

AND YOU CARE ABOUT QUALITY AND SAFETY

(Vitapointe do)

CHOOSE AN 'ARCTON' SAFETY PROPELLENT

(Vitapointe did—for New Vitapointe aerosol hairspray)

'ARCTON'

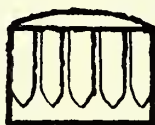
chlorofluorocarbon safety propellents
won't burn—won't explode—aren't toxic

Imperial Chemical Industries Ltd.,
London S.W.1





supply shampoo manufacturers all over the world



Sulphated
primary fatty
alcohols, and sulphated
alcohol ethers — the raw
materials for modern shampoos
—are made in variety by Marchon.
And this range of chemicals of
cosmetic quality, which
includes the well-known
Empicols, provides
the bases for the
kinds of shampoo that
manufacturers, their customers
—and fashion—demand. Liquid,
cream, lotion, powder and jelly—
whatever the popular type of the
day—Marchon have the raw material
(with the physical characteristics)
to meet that need precisely.
Wherever the need arises. For
Marchon chemicals are sent to
all parts of the world.



MARCHON PRODUCTS LIMITED, WHITEHAVEN, ENGLAND. MEMBER OF THE ALBRIGHT & WILSON CHEMICAL GROUP.